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all VOLUNTEER

MARCH 1979

The Army's recruiting and retention professional magazine since 1919



Using the Tools of the Trade

Views and Reviews




We're half way through FY 79 -- some recruiters are on or ahead of schedule; many are not. Regardless of your category, emphasis on basic tools of our trade will help you increase production -- and we need you to overproduce or make up your shortfall (depending on which category you fall into) more than ever before.

A new tool is the Recruiting Station Management System -- RSMS. There isn't any one thing in the Army that is guaranteed to make a good non-commissioned officer into a good recruiter, but the Recruiting Station Management System comes close.

Many of your fellow recruiters spent a long time developing this system. Many more recruiters proofed the system to get the bugs out. Region and DRC commanders and sergeants major discussed the system at the Albuquerque Commanders' Conference last month. The system is being revised based on comments at the conference and will be sent to the Regions for final coordination shortly.

In the RSMS you'll find some old ideas, some old but modified ideas, and some new ones. Since you are the best non-commissioned officers in the Army, RSMS together with emphasis by each recruiter on the other basics, should go a long way toward our objective accomplishment.

Good recruiting -- and good managing!


WILLIAM L. MUNDIE
Major General, USA
Commanding

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Our front cover (left), photographed by MSG Wolfgang Scherp, associate editor, depicts a toolbox full of "tools of the trade," the theme of this issue. The back cover (right) shows helicopters in the air recognizing that to a great extent, it is largely through the efforts of the crew chief (MOS 67N) that they are kept there.



USAREC Recruiter of the Year

High Schools are

By Chris Phillips
St. Louis DRC

Recruiters are taught all the basics and shown all the tools of the salesman's trade in school. When they get into the field, they often develop and use one tool more than others once it's proven successful. That tool may then be the key to their success, earning them local and USAREC-wide recognition.

Staff Sergeant Charles Lawson, a recruiter in the St. Louis DRC, was chosen as the USAREC Recruiter of the Year for 1978. His key to success is a well-developed, vigorous and persistent high school program.

Keeping the students, faculty and school officials aware of who you are and why you visit their school is the foundation of a successful high school program. "You have to keep talking to your students," said Lawson, who leads the St. Louis DRC in high school graduate enlistments.

"Never let them forget who their Army recruiter is. If you're on your way to talk to a senior class and you pass a group of sophomores in the hall, stop and get to know them. Everyone should know you."

Making your intentions known is particularly important when working with officials at your school. "Let them know right away that you're not there to kidnap anybody; you're just there to offer a service," he emphasized. "You've got a program that their students might need and that they should be informed of."

Good rapport with school officials means making a special effort. "We do more for our schools than the other services," said Lawson. "We provide them with sports sche-

dules. If we see something we think they can use, we get it for them if possible. They appreciate it. When the military liaison from my school wants a recruiter to come out, he calls me and asks me to tell the others. They think of us first.

Frequent visits to your schools are a must for effective high school recruiting. "We visit our schools at least once a week," says Lawson. "I always try to eat lunch in the cafeteria. It's a good way to get to know the students. When they see your uniform, they'll want to talk with you."

Once the school year is under way and you have DEP'd your first seniors, you have a valuable asset. The Grand Avenue recruiters depend on their ASVAB lists to give them names and phone numbers of students. DEP referrals bring in students who missed the ASVAB. The incentive of a stripe in return for enlistments makes DEP enthusiastic Army proponents.

Recruiter aides are also helpful when you are working high school senior prospects. They back up what you say with their immediate experiences. And they demonstrate that the friendly relationship you maintain with your prospects continues after they join the Army.

Vocational arts teachers are good CI in the high schools. "A good way to maintain rapport with the shop people is to offer to talk to their students about the vocational training in the Army," Lawson remarked.

"My high school offers courses in auto mechanics, and I regularly tell the students about the vehicle and diesel mechanics training we offer. Through my presentations

I've developed a friendship with the teacher. Now I often visit him at the school. That gives me another opportunity to talk with prospects."

Another way to make yourself known in vocational and other classes is to take advantage of your secondary MOS. Your training will be interesting and valuable to students in at least one course, and teachers will be glad to take a rest and let you do the teaching for a while.

The Grand Avenue recruiters have successfully acquainted many prospects with Army opportunities through student tours of Ft. Leonard Wood. "The tours give juniors and seniors the chance to see firsthand what the Army is really about," Lawson commented. The tours show students what they can expect as enlistees and give them a taste of Army life.

"They eat lunch in the dining hall," he added. "The students are always very impressed with the quality of the food." In the dining hall, two students sit with two soldiers at a table. "It gives them good feedback on what the Army is really like," he pointed out.

Involvement in sports can also open doors. "I go to football practices and to football and basketball games," Lawson said. "If you are good at a sport, you can often persuade the coach to let you help out at practices."

To work a high school class effectively, a recruiter must keep after the students after they graduate. The most efficient tool for reaching the graduates of two and three years ago is the mail-out. "Every three months I flood the area with a big mailout," Lawson explained. "It keeps them aware of me. I have to be

gold mine for Lawson

sure that whenever they think of the Army, they think of me, too. You can't put your old high school lists away."


Telephone prospecting is vital to productive recruiting and this holds true with the quality market. "We set aside one to two hours every day for phone calls," Lawson said. "For the high school students, call between 3 and 5 p.m. When you're after the graduates, you have to call a little later, when they come home from work. Don't forget them just because they're working. The Army always has something better."

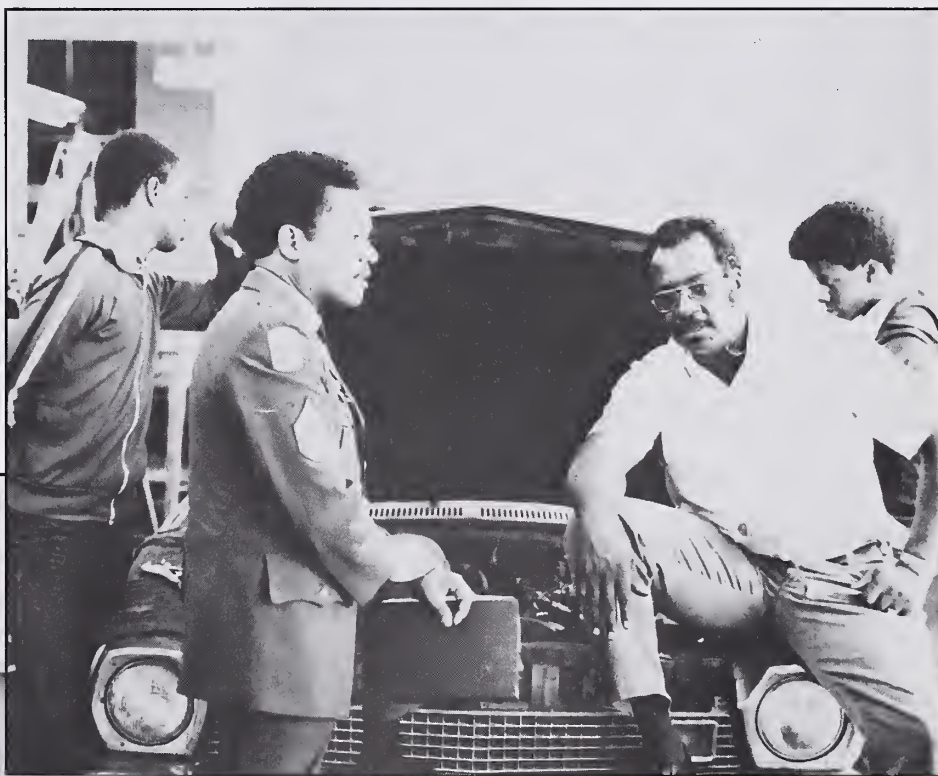
The Grand Avenue recruiters also work the college and junior college markets. They contact the students at the colleges within their area and also high school graduates from their schools who go to college elsewhere. "We keep a college file," said Lawson. "We contact them

every time they come home on semester break. We show them that the Army can help them finish college by laying down a solid financial base through the VEAP."

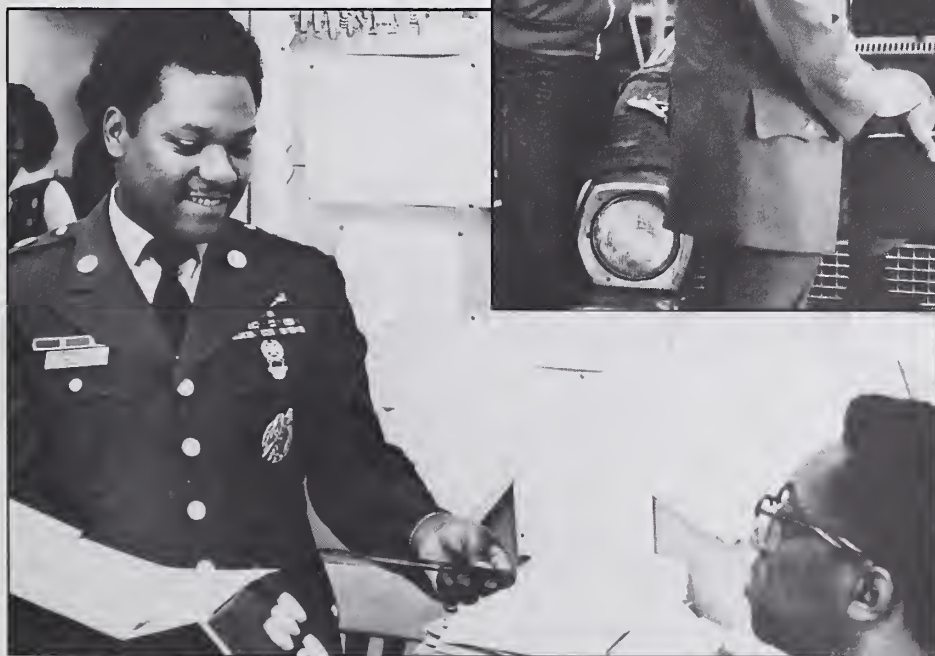
The Grand Avenue recruiters reach college students within their area through referrals. "Many high school graduates from this area go on to the local colleges," he explained. "We keep up with them, and they

help us contact the people who might be interested in the Army."

Perhaps the most important quality in working any market is enthusiasm and this accounts for a part of the Grand Avenue recruiter's success. "When I help someone in the top half of his graduating class decide to join the Army," said Lawson, "it feels like I hit a home run." 



SSG Lawson talks to shop teacher Mr. Spearman while some future applicants listen in.



SSG Lawson chats with guidance Counselor Joseph Mitchell of Vashon High School in St. Louis.



Using the

Tools of the Trade

Carpenters have their hammers and saws, mechanics their wrenches and screwdrivers, and recruiters have their 200 cards, telephones and other objects used daily.

These are their tools of the trade.

On the facing page, and the following eight pages, we offer some thoughts on other objects, animate and inanimate, which can also be included in a recruiter's tool box for "tools of the trade."

Tools of the Trade

Planning your high school contacts

**By Maureen Goth
PHILADELPHIA DRC**

Like all recruiters, OOE in the Philadelphia DRC plan their high school contacts before the school year starts. Four of Philadelphia's top recruiters agree that three principles to keep in mind are, Organization, Public Relations and Rapport.

Organization—Staff Sergeant George D. Patrick of Trenton, N.J., always visits the principal in a high school first. Staff Sergeant John E. Jacobson of Doylestown, Pa., disagrees. "Contact the senior guidance counselor first. Never go over the counselor's head to the principal. It will only alienate the counselor—who is your main link to the student," he said. No matter which approach you choose, both recruiters agree that a planned campaign is more effective. They advise an ini-

tial "get-acquainted" visit in August followed by a planning visit later.

"And make the second visit in October," advised Staff Sergeant William H. Griffin of the Haddonfield, N.J., station. "Counselors are swamped with appointments in September—they'll be less receptive then." Some of the topics SSG Griffin covers in his October visits are basic enlistment qualifications, new Army programs, a pitch for ASVAB testing, school trips, Army band concerts, speakers and school career days.

Sergeant Patrick is always happy to supply his high school with a speaker — himself. "I manage to speak to every one of my 1,000 seniors twice a year. In the fall, I arrange with the social studies department head to speak to all his classes and I make a similar arrangement with the English department for the spring.

"I also set up regular weekly visiting periods in my school, using a counselor's office for my home base," he continued. "This is convenient for students who work after school and on Saturdays. When business is slow, I walk around the halls, talking to students. It increases my visibility."

Sergeant Griffin achieves the same kind of visibility by being available to his seniors during their lunch period a few days a week.

Public Relations — "Use your recruiter aides," SSG Jacobson emphasized. "They can be in your school all day, every day. You can't be. If your recruiter aides are well liked, they can be invaluable."

"Before you see your counselors


this year," SSG Griffin said, "get background information on them from your school contacts. Trade 'old war stories' with those counselors who have military backgrounds."

"Show teachers and guidance counselors what you can do for their students," added Staff Sergeant Jennie Williams of the South Philadelphia Recruiting Station. "And keep the counselors informed as you put people in, what training they're getting and where their assignments are."

"When, as a new recruiter," he continued, "you're told that you have a 'tough' school—remember, the entire school isn't tough. Find the one teacher or counselor who's sympathetic to the military, or at least neutral. Have him talk to the DRC education coordinator, or take a tour of an Army post. Then let him spread the word about you in that school."

All four recruiters emphasized cultivating the traditionally productive sources—coaches and vocational teachers. They also believed in attending as many school activities as possible, not only games, but also practices, plays, concerts and so on.

Rapport—"It all starts with friendship," SSG Williams concluded. "The major thing is to sell yourself to teachers and counselors as someone sincere, who cares about the people he recruits. If they trust you, you're halfway home."

"I spend a lot of time at my high school," SSG Patrick explained, "because I have to get the kids to accept me first. By accepting me, they'll accept the Army." 

More

Tools of the Trade

Educator Package revised

The US Army Career and Education Information Center, known to most of us as the Educator Package, has been with students and educators long enough for us to recognize its value to recruiting. Four years ago this unique reference was developed for use in guidance counseling and career education programs and was published in three parts—a counselor guide, a student guide, and an audiovisual supplement. Each of the printed volumes contains over 400 pages of information with twelve sound filmstrips in the supplement. Twenty-eight thousand sets were printed and distributed to school counselors and others who work with the Nation's youth.

Now the Educator Package has been improved. It has undergone extensive revision during the last year and a half. The new parts will be available for distribution to current holders during the last few months of this school year. (Refer to letter, "Instructions for Distribution of Educator Package Revisions," 18 January 1979.)

The revised Educator Package materials are intended only for schools that already have a set. No new binders will be distributed.

Most of the sections have been updated and two of the sound filmstrips have been revised. The revisions include recent major changes in military occupational information. This information is correlated with the new 4th Edition of the Dictionary of Occupational Titles and its supplemental "Guide for Occupational Exploration," which deals with a revised group of worker trait factors.

One advantage of the revised version of "Career Descriptions" in Section 3 is that all sixty of the Worker Trait Groups begin on a right-hand page so that school career resource centers using a trait group filing system can use the Educator Package material to a greater advantage.


The Foreword has not changed. Only factual changes were made in the three brief introductory sections of the package; however, these necessitated an extensive rewrite of Section B, "Student Testing," since a new form of the Armed Services Vocational Aptitude Battery is in use along with more sophisticated interpretive material available through MEP-

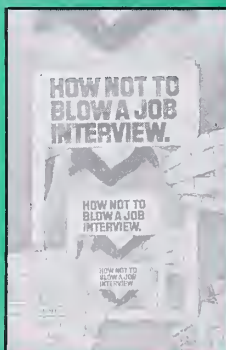
COM.

Counselors will find that only the three introductory sections, A, B and C, have been printed for their edition. Since these are the counselor-oriented sections and the remainder of the counselor edition is identical to the student edition, only revisions for the student edition were printed. The reason is that same old deterrent, money. We recognize that the restricted printing causes some inconvenience to school users, but we believe the school edition is most needed, most used, and most subject to placement in a variety of locations. Also, the student edition is available for counselor use as needed in conjunction with the counselor-oriented sections.

Keep in mind that this unique career development resource is not the final, or even the very latest information about individual Army opportunities. It is a reference for exploring. It is still the local recruiter's task to provide the very latest and most accurate information about any aspect of the Army.

School counselors and career educators will be anxious to receive the revised material, so if your allotment of the Educator Package inserts have not arrived, contact your DRC education coordinator. The coordinator can also answer any questions about the package.

Distributing the improvements to the Educator Package is another opportunity to make points with your local centers of influence. And the package is in the school to do some of your pitching. Be sure that it is kept current. 



A new look to an old, trusted tool in almost every recruiter's school program. That's the revised RPI 914, "How Not to Blow a Job Interview," just off the presses. It is being distributed on the basis of 30 copies per recruiter. The requisitioning MAQ is also 30 per recruiter.

More

Tools of the Trade

ASVAB

By Ray Graham
Salt Lake City DRC

"The technical and vocational career field is where most of our jobs will exist in the next ten years," said Dr. Harry Wilfong, technical advisor to the Department of Defense Military Enlistment Processing Command, speaking to a group of high school principals in the Salt Lake City area.

Dr. Wilfong was guest speaker at a luncheon held to explain the Armed Services Vocational Aptitude Battery (ASVAB) testing system to Utah educators.

Mr. Glen Weight, education coordinator for the Salt Lake City DRC at Fort Douglas, who co-hosted the luncheon with the other services said, "In an effort to increase understanding and awareness of the ASVAB program among local high school administrators, we invited Dr. Wilfong to brief Salt Lake area school principals and superintendents on the benefits and importance of ASVAB testing."

Mr. Weight pointed out that since 1976, approximately one million high school students a year, nationwide, have taken the ASVAB. He anticipated that more than 11,000 students in the intermountain area will undergo testing this year.



Dr. Harry Wilfong (right), discusses ASVAB with (from Left) Glen Wright of the Salt Lake City DRC and Dr. Frank Blair of the Utah State Board of Education.

"The content of this aptitude battery is based on over 35 years of research conducted by the military services on the measurement and effective classification of the large and diverse group of young persons who enlist in the military services each year," he said.

In his remarks, Dr. Wilfong, from MEPCOM headquarters at Ft. Sheridan, explained that with the increased emphasis on the technical and vocational fields in the coming years, aptitude testing, such as ASVAB, could be extremely beneficial to the nation's young people. He said that the ASVAB test is designed to predict the performance of young people with the various technical training courses in the military services.

Dr. Wilfong explained that ASVAB is beneficial to the military recruiters because it "gives them

the opportunity to selectively contact those young people who are interested in, and who will most likely be successful in a military career."

The ASVAB test is offered free of charge to high schools to be administered to as many students as are available to take it. "The largest number ever administered the test at one sitting was 3,200 in one morning in a school in San Antonio, Tex.," said Dr. Wilfong.

Also present at the luncheon was Dr. Frank Blair, specialist in placement and apprentice training for the Utah State Board of Education. Dr. Blair said, "The administration of the state board feels good about ASVAB and encourages local schools to get involved. We appreciate the efforts of the military to better serve the career education needs of the students."

The high school

By Jim McCarthy

Pittsburgh DRC

Whoever said that "Success is a state of mind born into reality from confidence and tenacity," must have known the Pittsburgh DRC's Staff Sergeant Bobby Jackson very well. Ever since he went on recruiting production at the Pittsburgh DRC in December, 1975, Bobby has exceeded his annual mission. Confidence and tenacity ooze from him. And one of his major recruiting sources during FY 1978 was the Riverside High School Military Club which produced 16 DEP for him from a membership of 32.

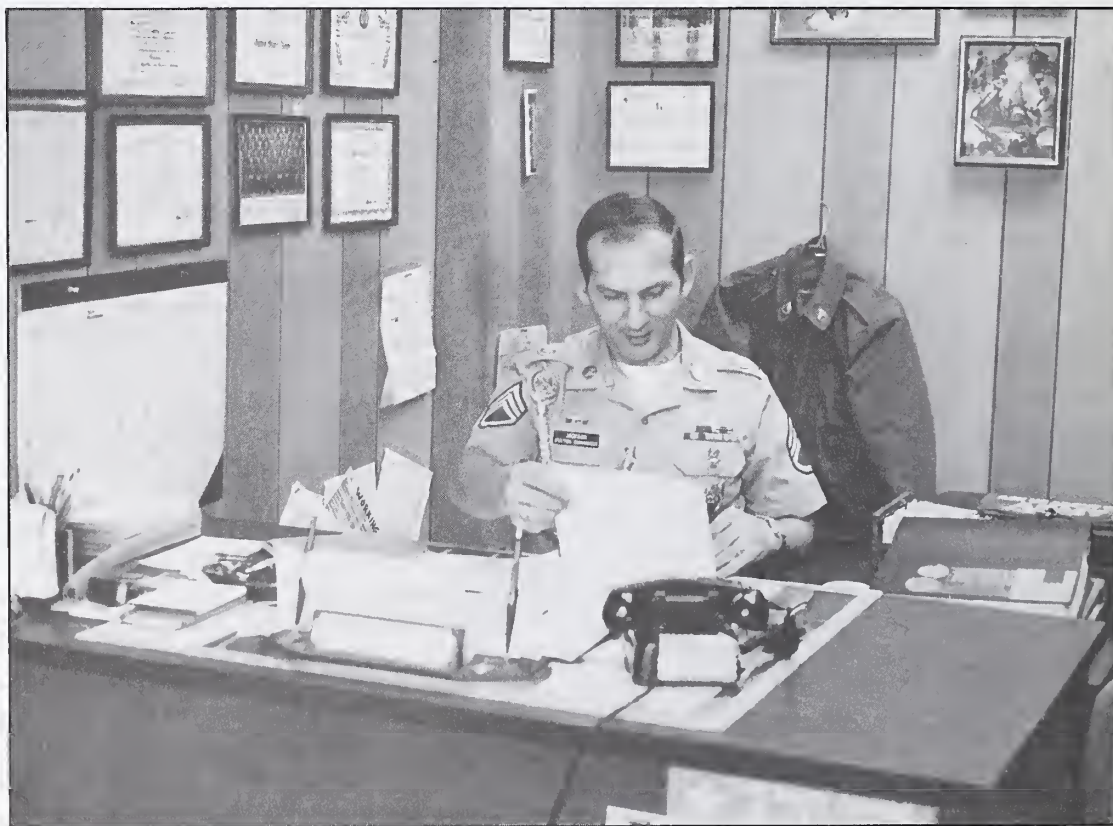
From an expanded Riverside High School Military Club membership of 82 this year, made up of ninth, tenth, eleventh and twelfth graders, Jackson signed three students into DEP during the first two weeks of school. Last year's bustling club activities were undoubt-

edly responsible for nearly tripling this year's military club membership. Bobby hopes to recruit 20 or more DEP during FY 1979 from the present club membership.

The main purpose of the Riverside High School Military Club is to provide interested students with a basic knowledge of all branches of the services and the potential career opportunities, training and options open to them. The military club meets monthly and is oriented toward students who are not college bound.

Activities of the military club include current movies about the services, training and travel, an annual Riverside High School Military Club dance, and field trips to military posts. Club members raise funds to sustain club activities chiefly through car washes, raffle bake sales, and a \$2-a-month membership fee.

Staff Sergeant Bobby Jackson has a lot of use for his phone, calling members of the local high school military club. The club produced 16 DEP for him in FY 78 and should produce 20 for him in FY 79. Sergeant Jackson recommends treating everyone as individuals and maintaining a high degree of visibility.



military club as a tool

Last year the club chartered a bus and visited Rickenbacker AFB in Lockbourne, Ohio, to learn first hand what goes on at a military post. They plan a field trip this spring to Ft. Knox, Ky.

Staunch supporter

Michael Barbish, a vocational counselor, is the moderator for the club. He was the first vocational counselor hired in Beaver County in 1970. He has been a staunch and active supporter of the military club since its inception.

In addition to serving as an advisor and consultant to the military club, SSG Jackson sees his role as "a source of information about today's Army and its training and educational advantages."

"Once I've shown a prospect the enlistment program and have received positive vibes, I strongly encourage use of the referral system when they get back with their fellow classmates and friends," he said. "I tell them to encourage those expressing an interest in the Army to make an appointment with their local Army recruiter for further discussion."

Jackson also tells his people in the DEP to spread the word about the ASVAB test at Riverside High School, how to sign up for it, and the overall advantages of taking the test, regardless of particular service preferences.

He stated that "Without my monthly presentations to the military club membership the old military impressions would prevail. I stress the message that freedom isn't just being free. . ."

Staff Sergeant Bobby Jackson's recruiting success at the Pittsburgh DRC is due largely to his recruiting

philosophy—work prospects on a one-on-one basis and be sensitive to their individual feelings and needs.

"If you see a high school student you know with a group of friends, respect his or her privacy and never embarrass the person by approaching him at that time to discuss an appointment or make a sales pitch," said Bobby.

Instead, SSG Jackson prefers to contact young men or women in a quiet environment, be it home or counselor's office at school or the recruiting station if the student prefers. In this way, Bobby feels that the student will be alone, be more relaxed, open and more likely to listen and weigh the Army's advantages and various enlistment options.

Individuals

"Take prospects on an individual basis, determine their background, home environment, where they're coming from and where they'd like to be," Bobby said. "Hopefully, they'll opt for the Army program."

Bobby Jackson thinks that "It does more good to invest some time with such recruiting tools as the military club. It's mutually beneficial as the students learn more about the military and the military more about club members' vocational interests and service preferences."

He believes that time invested in such activities will reap far more benefits than wasting time in such marginal, non-productive activities as playing ball with high school students and being preoccupied with the "buddy" routine.

Here are the four tenets SSG Jackson recommends for working a

military club:

1. Using the USAREC recruiting principles, establish your individual criteria for getting things done (i.e. invest enough time in the military club to demonstrate reliability and interest to win membership respect).

2. Be highly visible in the high school and community, constantly mindful of the fact that you represent the U.S. Army.

3. Develop a sense of trust among the club's rank and file members. Should cancellation of an Army school occur for a DEP contact you wrote during the school year, promptly notify the student and arrange for another school that he or she will find satisfactory.

4. Help club members select a future goal in life, augmented through the Army's enlistment program.

Summing up Jackson's success, Major Jack A. Ziemke, area commander, said, "Basically, Bobby does a lot of planning, then works diligently to implement those plans."

Major Ziemke observed that he possesses the "two qualities necessary to be a successful recruiter, namely—he wants to be successful and he plans his activities and manages his time efficiently to ensure success. There's no wasted motion with Bobby," he said.

In his first three years of recruiting, Jackson recruited 137 men and women for the Army. Most of the prospects Bobby deals with are high school graduates seeking to learn job skills that they can bring back and use after the service in the Beaver Falls job market. For them, today's Army best satisfies this need.



More

Tools of the Trade

'Whirlwind Tourist' visits DRC

By Janet Luffy
Philadelphia DRC

What's a nice girl like you doing in a place like the Army? How's your social life? What problems does being a woman in the Army present? Questions, questions, questions.

During a whirlwind media tour for USAREC, Specialist Four Alma Warfield, a helicopter repair specialist from Ft. Polk, was on the spot to give answers to the inquisitive public. In the two days she spent at the Philadelphia DRC, she gave a high school talk, an interview with a major Philadelphia newspaper, and four radio interviews.


With poise and charm, the blue-eyed, blonde explained that being 4' 11" is an asset when you are working in tiny, hard-to-reach places in a helicopter.

At first, the interviewers seemed to regard her as a cute little teenager with bangs. However, after she

told them that she has an associate degree in chemistry, that she is 24 years old, and that she is on her second hitch in the Army, the tone of the questions changed. "What are your primary job duties?" "What other jobs can women perform in the Army?"

With answers that would brighten any recruiter's day, SP4 Warfield said, "there are 345 MOS in the Army and only 22 are closed to women because they are directly combat related." She went on to explain that she discovered she had mechanical aptitude by taking an Army vocational aptitude test which is available to students without any obligation to enlist.

Her positive comments about the Army and the importance of her role were contagious. At the end of one radio taping session, the interviewer said that maybe a hitch in the Army is a good idea for everyone.

That is what recruiters have been saying all along, but somehow, coming from Alma Warfield, everyone seemed to accept it more readily. 



SP4 Alma Warfield answered 45 minutes of questions from newspaper reporter Doris Wiley at the Philadelphia Bulletin. Her answers were fed into a video editing terminal which transmitted the final story into a computer.



SP4 Alma Warfield relaxes during a photographing session after a 45 minute interview with a Philadelphia Bulletin reporter.

Tools of the Trade

How to educate the educators

Recruiters can only sell today's volunteer Army to a certain point. Most prospects usually want to hear about the military from at least one other source.

Since most recruiting is done in or around the local high schools, it would be a logical choice to educate the high school teachers, counselors, and principals as well as local news media and college representatives about the Army.

Ft. Leonard Wood, Mo., is actively engaged in a program of educating the public. At Ft. Leonard Wood, the reenlistment office has the responsibility of planning, coordinating and conducting the actual tour.

A typical tour consists of an initial briefing, a tour of the post and training sites and a debriefing. The briefing consists of an explanation of the different kinds of facilities available at the fort as well as the educational opportunities and welcoming remarks by the Deputy Post Commander, Brigadier General Robert H. Forman.

The tour begins at Truman Education Center, continuing to the reception station, recreation center, Ft. Leonard Wood's training area 244, "Million Dollar Hole" (the engineering equipment operator and mechanic training area), dining facilities, troop living quarters, electrician's course, wheeled vehicle mechanic's course, and the five-ton truck driving simulator. Cocktails, dinner and remarks by a guest speaker complement the evening.

The last day is spent by visiting a rifle range, touring the skill development center, watching a One Station Unit Training graduation of the combat engineers, eating lunch with the graduating class and a mo-

tor tour of the post. A debriefing provides the escorts with necessary feedback to allow a continuing evaluation of the tour.

The individuals on the tours indicate that talking to the trainees is one of the highlights of the tour because it gives them first hand information about the training received, as well as how well they are being treated. A majority of the trainees give very positive feedback to the educators. Many times we are able to link up a counselor with a former student that he or she knows personally, which has an even greater impact.

Ft. Leonard Wood is ideal for educator tours because of the wide variety of skills that are taught here. Because the engineering specialties are usually related to civilian jobs, they are of keen interest to the educators. Many realize that college is not for everybody and are now looking seriously at vocational training.

Frequently, recruiters run into a problem trying to convince people that "Today's Army" is different from the stories they have heard about the "Old Army." One of the best teaching tools the Recruiting Command has at its disposal, is educator tours. Educator tours bring high school and college administrators, counselors, faculty, and news media personnel to different installations in the Continental United States (CONUS). Once these centers of influence are able to participate in an educator tour they can go back to their students, or the general public, and convey what they have heard and seen about "Today's Army" and give up-to-date and accurate information and guidance.



Tools of the Trade

Vietnam Hero visits students

What better way to advertise the Army to high school students than for them to talk to a "real live war hero?" So thought the people at the Jacksonville DRC. They invited Lieutenant Colonel Roger H. C. Donlon, the first serviceman of the Vietnam war to earn the Medal of Honor, to visit and talk to high school students in the Jacksonville area.

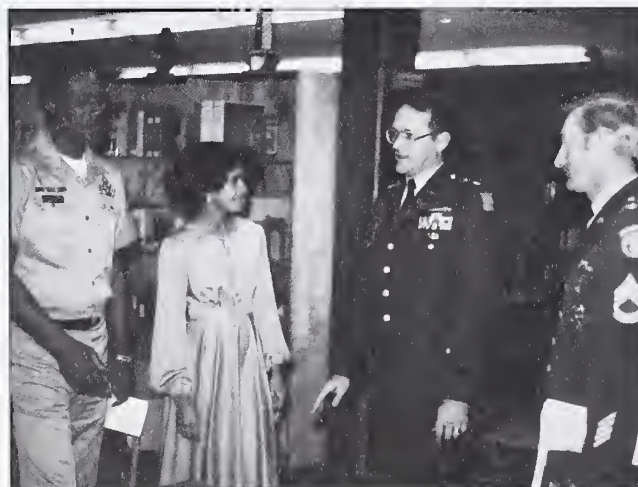
Donlon, a Green Beret, earned the Medal of Honor at the Battle of

Camp Nam Dong July 6, 1964. Then a captain, he spent five hours directing defense against two Viet Cong battalions who had attacked the outnumbered soldiers of the camp. Through his heroic actions in the intense grenade, rifle and mortar attack, the four-times wounded captain inspired his men to superhuman effort as they defeated the Viet Cong force in the early morning hours.

The colonel spent a morning at Raines High School in Jacksonville. An author himself, he spoke to a language arts class about writing. He encouraged them to be totally honest in describing their feelings when they wrote. "It is a very special thing to see your true feelings on paper," he said. He also autographed the school library's copy of his book *Outpost of Freedom*. Co-written with Warren Rogers, it was inspired by his experiences at Camp Nam Dong.

During his visit he was photographed with Miss Teenage Jacksonville, Kym Doran, area American Legion representatives and the mayor, who presented him the key to the city. He visited and talked with the students at Wayne County High School and the Bradwell Institute in Georgia and reviewed a class of junior ROTC students as they marched in formation.

The most rewarding part of the trip for Donlon was administering the oath of enlistment to Michael Joseph Alamo. The new enlistee is the son of Master Sergeant Gabriel R. "Pop" Alamo, a close friend of Donlon who died in his arms in the Battle of Camp Nam Dong. An exploding mortar round that fell near the already wounded sergeant flung Donlon into the air as he was trying to evacuate his friend.



LTC Donlon stands with a beaming Michael Joseph Alamo after swearing him into the Army. Alamo's father was in Donlon's unit in Vietnam and died in his arms. Below, Donlon and recruiter SFC Paul Graley talk with faculty members of the Raines High School.

Tools of the Trade

Don't forget Sports Clinics

By James L. Hudgins
HQ, NERRC

Picture two, young, Army officers in front of a group of high school students, hitting each other with sticks while trying to steal a little ball away. What these officers were doing was demonstrating the sport of lacrosse, and what they accomplished, was to promote to a high priority target audience, a positive awareness of today's Army.

When two area high schools contacted their local recruiter asking for help in starting a lacrosse program, the Boston DRC contacted NERRC A&SP office in hopes of arranging a special sport clinic tour. Our office saw this request as a golden opportunity to gain positive public awareness for local recruiting. The problem existed in finding two, articulate, gifted lacrosse players currently in the Army and available for TDY. Compounding the problem was the need to coordinate every detail within a very short time frame.

After a short period of head scratching, an idea was conceived to call Dick Edell, lacrosse coach of the U. S. Military Academy at West Point (and, a high school and college coach in Baltimore not long ago). We know how popular Coach Edell is; with his players, past and present, and thought that he probably keeps in touch with recent graduates. He gladly referred our office to Lieutenants Kevin Scherrer and Larry O'Neill. Lieutenant Scherrer is an ex-All American lacrosse midfielder now at Ft. Ord, and Lt. O'Neill was the goalie several years ago and is currently stationed at Ft. Dix.

Lacrosse is a physically demanding game, one which calls for endurance, physical coordination, skill, speed and teamwork (not un-

like those attributes desired in today's recruits).


Although lacrosse is gaining popularity throughout the country, it is best-known (and mostly played) in the Northeast, where it originated. Originally devised as a military exercise known as "bag-gat-away," it was also called "little brother of war" by the Creek Indian Nation. It was played to keep warriors in fighting shape during periods of peace. The name "lacrosse" comes from the French-Canadians who saw a similarity in appearance between the stick used by the Indians to carry the ball with a bishop's "crozier" (staff).

Briefly, the week-long tour proved successful beyond all expectations. As proof of their success, each school in which Lieutenants Scherrer and O'Neill presented a clinic invited them to return at any time. Their demeanor was professional, their enthusiasm and skill

Second Lieutenants O'Neill (left) and Scherrer (below) demonstrate the things used in the game of Lacrosse.



genuine. They kept their audiences involved and interested. The bottom line was, that the Army's image was enhanced and the local recruiter was helped, and that's what we're all here for!

The Sports Clinic Program has a proven track record (no pun intended) and will be even more successful in the future. Sometimes, you just have to search a little harder to insure that your people in the field are being supported. 





"TAKE A LOOK AT HIS RECORD," says Santa Ana Recruiting Station Commander, **Staff Sergeant Donald Cox**. "Seven enlistments, all now Regular Army, and two waiting at the door to enlist after their birthdays." Cox was talking about a superior recruiter aide, **Private Abel Buendia**.



PT Abel Buendia, recruiter aide, shows DEP Jose M. Gonzales his list of enlistees. Proud to be Special Forces, he keeps his beret handy.

Buendia, now in Special Forces training, developed his own recruiting technique. First he went to his former high school where he knew teachers, counselors and students. "Most kids have misconceptions about the Army," he says. "They think its all maneuvers. Well, I sell them on training and benefits. I come on strong about education by asking, "Where else can you put a dollar and be handed two dollars toward an education?"

He didn't stop there. He followed through and motivated them to study and pass the tests. "I handed each one an ASVAB booklet, 'Your Future is Now,' and I told each to concentrate on the space conception test because that is where most fail." Buendia's efforts paid off—all of his applicants passed.

Cox says Buendia's prospects are still dropping by the station. "I know that young private will be a general someday," smiles the station commander. "He's got it all together." (Santa Ana DRC)

"ABOVE AND BEYOND THE CALL OF DUTY" has a special meaning for two of the Philadelphia DRC's South Philadelphia station recruiters. **Staff Sergeants Grover Lehman** and **James Campbell** recently put their good looks on the line by entering South "Philly's" eighth annual Most Handsome Man Contest—and were finalists.

Campbell, first runner-up in the 21/30-year-old division, and Lehman, second runner-up in the 31/40-year-old division, won trophies for their talents.

Both recruiters, when asked to speak to the audience during the judging about their goals in life, talked about recruiting and the Army and were applauded enthusiastically by the audience.

The two entered the competition, judged by local and New York City talent agents and models, for—what else?—publicity.

"We've gotten a lot of ribbing," Lehman admitted. "But more people in our neighborhood know who we are and where we are—and that's what counts." (Maureen Goth, Philadelphia DRC)

RECRUITING YOUR OWN RECRUITERS isn't something you find in the regulations, but it appears that is what's been happening at the Albany DRC.

It started about 10 years ago when **Master Sergeant Gerald A. Tenney**, now the senior PD NCO, began recruiting. One of his first recruits was **Douglas J. Caisse**, who is now SFC Caisse, station commander in Saratoga Springs, N.Y.

Among Caisse's enlistments were **Douglas M. Rodd**, **Frank A. Papa** and **Richard P. Ody**. This trio's members are now SSG Rodd, recruiter in Schenectady, N.Y.; SGT Papa, assigned as a recruiter in Troy, N.Y.; and SGT Ody, a Reserve recruiter in Saratoga Springs.

All this makes one wonder what will be in the next revision of the recruiting regulations. (Albany DRC)

USING YOUR ATHLETIC SKILLS to make points in your high schools is a great way to kick off a successful recruiting career. **Sergeant Ted Schirmer**, rookie recruiter at the Belleville, Ill. RS, is doing just that—he is the assistant soccer coach at O'Fallon High School.

Schirmer is well qualified for his position. He played soccer with the German League and with the American team for four years while stationed in Germany. "I went to the coach," says Schirmer, "explained my background, and told him, 'I'd like to help out.'" The coach accepted willingly.

Schirmer spends an hour and a half each weekday with the team, and also attends games. His special effort has earned him important contacts and the cooperation of the school administration. (Chris Phillips, St. Louis DRC)

AFTER A PERSON WHO LEAVES SCHOOL faces the fact that a diploma is, after all, a most necessary document for future success, the realization that he or she must resume high school studies with classmates of a younger age is not too appealing. And, if he or she has been earning a full-time salary, it is sometimes difficult to let go of this income, even if the job held is considered "deadend."

Victor Aviles of Lawrence, Mass., left school to work full-time to support himself and his 77-year-old father.

Unable to find work in the early part of the summer of 1977, Aviles visited the Army recruiting station.

"Since I couldn't enlist him then without a diploma," says **Staff Sergeant Bill Shirley**, "I advised him to do what he had to do to get his diploma and then come back to see me."

Aviles enrolled in a community Work Experience Program under the Key Program, Inc. and at 19 returned to high school to finish his senior year.

"Aviles came in to see me again in November," Shirley said, "and he was one determined young man. He was determined to go Army!"

"Here he was, trying to finish high school and working at the same time to support himself and his father," Shirley said. "I DEP'd him then and in June felt really proud of him because he did get his diploma and went off to Ft. Dix for basic training," Shirley added.

When Aviles returned home after basic he was proud of his accomplishments and proud of being a soldier. One of his actions will surely benefit other young Puerto Ricans and the Army recruiters in Lawrence.

He visited the education coordinator of the Key Program, Inc. and recorded on tape, in both Spanish and English, his experiences so far of Army life.

The education coordinator plans to use this bilingual tape in working with other young men and women in the program.

Aviles, assigned to the Army's Academy of Health Sciences at Fort Sam Houston where he will be trained as a medical specialist for the 10th Special Forces, has surely demonstrated a high degree of determination to tackle hurdles and to come out on top. (Marlene Walker, Boston DRC)

TURN YOUR RADIO ON in the St. Louis DRC and you're likely to hear **Staff Sergeant Ernie DiVittorio** explain how to earn a cash bonus under the Army's 4-year armor enlistment option. DiVittorio is featured in one of the two 30-second public service

announcements that the DRC sends monthly to over 150 radio stations.

When he isn't promoting the armor option over the air waves, DiVittorio is usually putting people in the Army. He was the St. Louis DRC's top urban recruiter and top new recruiter for his first quarter as a 00E.



COL Wundermann

IN A SPIRIT OF FRIENDLY RIVALRY, Air Force **Lieutenant Colonel Charles R. Wundermann** was challenged by Army recruiting personnel to wear a Delayed Entry Program T-shirt on his daily jogging round in the Broadway-Loop 410 area of San Antonio. To show the Air Force wasn't afraid of competition, the colonel donned the DEP shirt, and jogged his regular route.

The colonel, who is assigned to Det 1, Air Force Data Services Center in San Antonio, was very non-committal about how many queries he had answered. (Pat Shropshire, San Antonio DRC)

SERVING IN THE ARMY Recruiting Command does have its advantages as **Staff Sergeant George Lundy** found out when he involved fellow recruiters plus a fellow Army reservist, in the American GI Forum State Convention. They presented colors during the opening ceremonies and later acted as escorts for the four lovely ladies who were candidates for queen.

Puerto Rican-born Lundy, is the vice-chairman of the Detroit Chapter of the Forum. The Detroit Chapter is made up principally of Mexican-Americans and other Latinos that have served in the Armed Forces. The Forum is dedicated to improving the education and increasing the civic participation in the political system with the end result being better representation for Spanish speaking people.

In Southwest Detroit Sergeant Lundy has become a well-known figure in the Hispanic community. He was instrumental in the fight against juvenile delinquency by organizing a Junior GI Forum. He also appears, from time to time, on a local ethnic talk show and has done taping of local public service announcements in his native tongue.

"Civic organizations such as this one would be of tremendous benefit to any recruiter," said Sergeant Lundy. "All my *amigos* in the American GI Forum are military oriented and have proven to be one of my best lead sources." (Nancy Fisher, Detroit DRC)



In a ceremony literally under the eyes of Warsaw Pact border guards, SP4 Eric O. Jones received the oath of reenlistment. Jones, a trooper in the 2d Squadron, 2d Armored Cavalry Regiment, chose to reenlist on the border between East and West Germany to dramatize his devotion to preserving the freedom of the Western alliance. The ceremony was conducted at Hirschberg in the regiment's border patrol sector, within sight of the Berlin Wall. Oath of enlistment was administered by Second Lieutenant Jim E. Hershey, a platoon leader in Co. H, 2d Squadron, 2d Armored Cavalry Regiment.

THE FIRST TO ENLIST under the 2-year option in the Long Island DRC was **Darlene Turman** of North Babylon, Long Island. Turman will report to Ft. Jackson for basic training, after which she will train as a radio/teletype operator.

After her graduation from high school in 1975, Turman worked for a while and then completed a course in business. Unable to find a job, she took a look at the Army. When the 2-year option was offered, she decided the opportunity to fulfill her love of travel as well as the opportunity to receive training in a career field of her choice had arrived.

She is no stranger to the military. Her two brothers, Darryl and Derrick, are already in service. Derrick enlisted in the Army in October 1978, and Darryl serves with the National Guard. (John Morgan, Long Island DRC)

ANOTHER FIRST, JOSE BACA ALATORRE, a senior at Mesa High School in Mesa, Ariz., was the first recruit in the country under the new Guard enlistment bonus program. Alatorre enlisted as a wheeled vehicle mechanic and will receive a \$1500 bonus under the program. he will be a member of the 1st Battalion 180th Field Artillery in Mesa. (Ann Cady, Phoenix DRC)

SCOUTING THE AREA is taken literally by **Staff Sergeants Ed Dunkle and Dexter Smith**. For the past 2 years the two Vancouver, Wash., station recruiters have been acting as sponsors of Troop 894, Military Explorer Scouts. Now up to 29 members, the group actively pursues the investigation of military life. Fifteen enlistments are credited as coming from the Explorer group. Chief raiser for money to pay for field trips to military installations has been the cutting and selling of firewood to local people. Besides paying expenses, the money provides an occasional injection of that much needed and craved teenage delicacy commonly known as pizza. (Ron Hoss, Portland DRC)

ONE OUT OF EVERY SEVEN GRADUATING male seniors in his high school were enlisted by Philadelphia DRC's **Staff Sergeant Bob Dickerson** last June. How did he do it? "Word of mouth," Dickerson says. "I kept up with some of the people I recruited during the past. They were enthusiastic about the training they got, and I had them speak to my 'on-the-fence' seniors. The reminder about that stripe waiting for them kept some of my DEP talking to their more lukewarm classmates. It worked." (Maureen Goth, Philadelphia DRC)

RIGHT IN THEIR OWN BACKYARDS, East St. Louis station commander **Staff Sergeant John Russell** and **SSG Wayne Wright** found **DEPers John Russell** and **Ernest Jones, Jr.**, in their own families.

John, the son of SSG Russell, will train as an airborne infantryman.

Ernest, SSG Jones' brother, is training as an administrative specialist.

It proves that, in the St. Louis DRC, Army families see firsthand what the Army has to offer—and like what they see. (Chris Phillips, St. Louis DRC)

ANOTHER NOTCH IN THE HANDLE of his barbeque spit was cut this fall by **Captain Larry D. Foster**, who recently transferred from the 300th Military Police Command, USAR, Livonia, Mich., to the Des Moines DRC. He won the 1978 Michigan pork cookout contest at the Saginaw, Mich., fair.

Foster was the 1977 National pork cookout king, and the latest victory qualifies him to try to win back that crown at the '79 national contest.

Foster didn't get the chance to defend his national crown in 1978 because he came in second at the state contest in Indiana, where he lived at the time.

"I lost to a ham . . . can you believe that? To a ham!" he relates with obvious disgust and disbelief.

Foster, who has won state championships in three states, including Kansas and Indiana, took the top spot at Saginaw with a pork crown roast filled with pork tenderloins and garnished with a variety of fruits and nuts.

"It was the best meal I ever cooked for a contest," the captain reported with satisfaction, "even though I didn't have time to practice."

Foster earlier had expressed some doubts about even entering the state contest because he had not "gotten his grill hot" since joining the 300th's full-time recruiting staff as command retention officer. The responsibility of organizing and running a program to encourage command members to make a career of the Reserve kept him away from his spit.

Foster credits his Reserve activities with getting him started on serious cooking. While trying to improve the food service in a unit he commanded, he learned to cook so that he could supervise the cooks with more authority.

"I just enjoy cooking," he says. "It's relaxation, like hunting or fishing for some people. Besides, I like to eat."

"I cook pork because it's challenging. Usually it's tough, but I can cook it so it'll squirt in your mouth." (300th MP Command, Livonia, Mich.)

"STRUBIE," THE TURKEY, IS THE NEW MAS-COT of the Harrisburg DRC, compliments of **Captain Richard L. Strube, Jr.**, area commander. "Strubie" named by **Master Sergeant Bill August**, assistant area commander for Altoona, was presented by **Lieutenant Colonel Stanley J. Delikat**, DRC commander, and CPT Strube to MSG August and **Captain Andrew M. Brantley**, Altoona area commander, in a ceremony held last Thanksgiving.

The story began when the highly competitive CPT Strube issued a challenge to the Altoona area for the "highest percentage of mission accomplishment for the month of November." The winner was to receive a 20-pound turkey, which was to be purchased, delivered and presented by LTC Delikat. The loser was to reimburse the colonel.

The Altoona area recruiters established an early lead with the Harrisburg area working feverishly to catch up. The contest ended with Altoona gobbling Harrisburg by 10 percent.



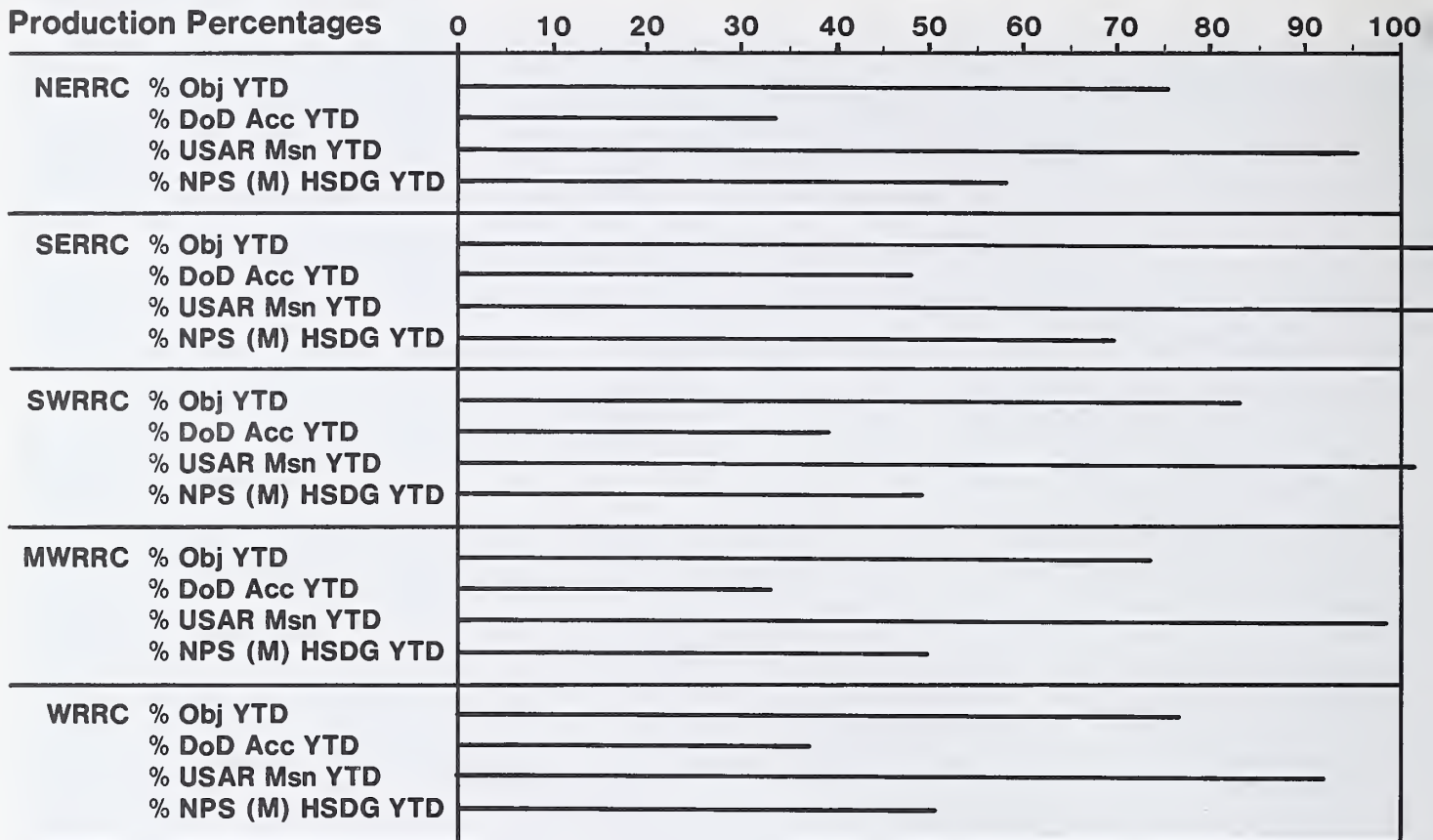
"Strubie," the turkey, (center) was presented to Harrisburg DRC by CPT Richard Strube, Jr., for highest percentage of monthly mission accomplishment.

The group arrived at DRC headquarters for the formal presentation expecting to see a dressed turkey, only to be stared down by "Strubie," who is 20 pounds, 8 ounces on the hoof.

Captain Strube, defeated but not bitter, paid off the bet with "I'll get you next month," and MSG August left with "Strubie" in tow, muttering "that's a heck of a way to pay off a bet." However, LTC Delikat, who was heard to say, "he's a dirty bird," bore the brunt of the joke when "Strubie" left his calling card on the floor of the Colonel's office. (Mary K. Gray, Harrisburg DRC)



Production Progress



DRC	YTD %	Wks 100%	DRC	YTD %	Wks 100%	DRC	YTD %	Wks 100%
1. San Juan	121.6	19-19	20. Little Rock	91.4	15-19	39. Philadelphia	72.0	2-19
2. Atlanta	111.7	19-19	21. Houston	90.7	8-19	40. Concord	71.9	3-19
3. Jackson	110.3	19-19	22. San Antonio	83.7	6-19	41. Pittsburgh	71.8	3-19
4. Raleigh	109.3	19-19	23. Indianapolis	83.6	9-19	42. Boston	71.7	2-19
5. Miami	107.6	19-19	24. Newburgh	83.0	2-19	43. Long Island	70.4	1-19
6. Montgomery	107.3	19-19	25. Beckley	81.6	9-19	44. Lansing	69.7	4-19
7. Columbia	106.8	19-19	26. Albany	80.1	6-19	45. Los Angeles	68.6	0-19
8. Jacksonville	106.0	19-19	27. Oklahoma City	80.0	7-19	46. Ft. Monmouth	66.3	1-19
9. Balto-Wash	105.4	19-19	28. Sacramento	80.0	3-19	47. Phoenix	66.2	1-19
10. Charlotte	104.5	19-19	29. Cleveland	79.9	7-19	48. Harrisburgh	66.1	3-19
11. Richmond	104.5	19-19	30. Denver	79.8	5-19	49. Kansas City	64.9	4-19
12. Cincinnati	101.9	19-19	31. Columbus	77.8	4-19	50. Niagara Falls	64.3	2-19
13. Honolulu	101.2	17-19	32. Santa Ana	76.9	7-19	51. Dallas	63.8	4-19
14. Nashville	100.6	17-19	33. Syracuse	74.7	6-19	52. New Haven	61.2	1-19
15. Salt Lake City	98.0	15-19	34. Peoria	74.6	8-19	53. Omaha	58.3	2-19
16. Chicago	94.3	13-19	35. Portland	74.6	3-19	54. Des Moines	58.0	4-19
17. Louisville	93.8	15-19	36. San Francisco	74.3	2-19	55. Detroit	56.4	1-19
18. St. Louis	93.6	16-19	37. Albuquerque	73.0	5-19	56. Minneapolis	53.0	2-19
19. New Orleans	93.1	11-19	38. Seattle	72.2	3-19	57. Milwaukee	47.0	1-19

DRC statistics through 26 Feb 79

RRC statistics through 26 Feb 79

DoD accessions statistics through December 78

An interesting little tale,
concocted in a dark, dank room,
in a sub-basement of an old brick building,
somewhere at Ft. Sheridan,
about a Recruiting Station Management System,
that will affect every recruiting station,
and soon.

By CPT Douglas A. Martz, USAR

Professional Development Officer, HQ USAREC

A recruiter — maybe he was a station commander — found his way to USAREC headquarters the other day. No one is real sure how he got here, and even fewer people knew his purpose. To make a long story short, he found his way to the Professional Development shop.

Rumor has it he was looking for shelter from the snow. At any rate, he asked us what we were doing for the folks in the field. Said he'd been out there a long time and wanted to know if there were any new developments in professionalism.

"Sure," we said, "lots of them."

"Great," he said. "Anything that'll help me?"

"We think so," we said. "What if we could show you a way to keep track of exactly what you're doing?"

He said he already did that.

"In that case," we said, "what if we could show you a way to work more effectively?"

"Like smarter, not harder?" he asked.

"Something like that," we said. "It's a surefire method of knowing exactly where you have your people in the contract process—how many folks you've got—how to track them—all of them all the time—and how many folks you've got in your DEP pool."

He said the last miracle worker had been dead for some time!

"We've got it," we said. "And it works!"

"Yeah," he said, "and it's going to bury me under a lot of extra paperwork."

"It doesn't work like that," we said. "It all fits in a three-ring binder."

"Great," he said. "Just what I need. More paperwork to occupy all my free time."

It doesn't work like that," we said. "It's kept by the station commander, and the fewer recruiters he's got, the less paper he has to keep. The whole thing takes less than 30 minutes a day. And it works." (We said that again in case he hadn't caught it the first time).

"Sure," he said. "Just like that." but he took off his coat and asked for a cup of coffee. "Tell me about it," he said.

"We call it the Recruiting Station Management System," we said.

"Where did it come from?" he asked.

"It all started with an article in the *Recruiting and Reenlisting Journal* (now all VOLUNTEER), in August 1978," we replied.

"Then we had a CAPE conference here in early January. Folks

from all the regions got together and came up with this system. It's got parts of systems from all the regions in it, and it's all based on what works for the people in the field."

"How'd you do that?" he asked.

"We asked people," we said.

"You mean real people from the field?" We could see he was a bit skeptical.

"Right," we said. "We wouldn't take a step in this thing without field input. When we put it together, we had folks from the field helping us. When we briefed the staff, we had folks from the field with us. They provided the system. Everyone helped. And the Grey Ghost liked it."

"Great," he said. "When's it going to happen to us?"

"Should be spring," we said. "It's part of a new regulation that's going to take the place of at least four. This new reg is called Recruiting Station Management. It takes part of the old SMART system, and the things recruiters and station commanders need to know, and combines it all in one place. Station commanders using a similar system tell us it works. It makes their jobs easier. It helps them make their production objective. And they say that's important. We agree."

An interesting tale

"Tell me more," he said, "like what's it like."

So we did.

"It's kept in a three-ring binder," we said. "It uses some of the SMART forms, but puts them in a book. That lets the station commander use them all the time. Makes for them, plus a few others, a useful management tool."

He still looked skeptical, but he asked for more information.

"Okay," we said. "We're not going to give you instructions on how to fill out each form involved—you can find that in the new reg, along with how each form is used, what it does, and how the station commander can use some easy analysis to pinpoint what recruiters are doing right, and where they need help."

"Just like that," he said.

"Just like that! Of course, it doesn't mean the recruiter's job is going to get easier. There are still prospect cards and planning guides to fill out. But, in this system, that's all the paperwork the recruiter has to do."

"Tell me more," he said.

"This system starts with the Processing List. You might remember this from the SMART system as an Active Processing List. It's been revised to allow the station commander to keep track of exactly what's going on in the station on a daily basis. It allows the station commander and the recruiter to keep track of prospects and applicants—where they've been, where they are, and where they need to go to get into the Army."

"Great," he said, "but what's the value? I already know that."

"Right," we said. "Remember, this is a system to help the recruiter. So it helps the station commander and the recruiter know exactly what's been done and what needs to be done to get a prospect or applicant into the Army or Army Reserve. If two people keep track, there's less chance of losing people

in the process, or of some surprise while you're in the process."

"Not bad," he said.

"For another thing," we said, "the station commander will be able to sit down with a recruiter after the contract is signed and look at what's been done. It helps both see the lead source mix, what current volume looks like, the timeliness used in taking an applicant through the process, and what extra things—like doctor's letters or parental consent—need to be done. If you need training or assistance, it helps the recruiter and the station commander decide what areas to concentrate on."

"... it helps the station commander and the recruiter know exactly what's been done and what needs to be done to get a prospect or applicant into the Army or Army Reserve."

"Okay," he said. "Why?"

"You see," we said, "we've always known that there were some really tremendous recruiters and station commanders in the field. And we've known that there were some pretty frustrated station commanders and recruiters in the field. Those that were successful kept truckin' on and the chain kept putting more weight on them. You might say the rich got richer and the poor got poorer. That makes a lot of extra work on everyone."

He nodded.

"The Processing List can help the recruiter and station commander pinpoint areas that may need some work. So, the recruiter who's frustrated can take some pride in himself. And the recruiter who feels good about himself can feel even better. That's important. It means a lot. For one thing, we can begin some real evenflow processing to get over the hump at the end of the month when everyone's pushing hard. When you do that, the next month gets harder. You don't have anyone to work."

"I'd noticed," he commented.

"Well," we said, "now there's a way to create more even work habits. Better for the recruiter, the station commander, and the applicants."

"From one form?" he said.

"From one form," we said.

"Not bad on a short term basis," he said. "What about the long term?"

"Glad you asked," we said. "We can track that too, with something we're calling the Production Sheet."

"What does it do?" he asked.

"It helps the station commander look at assigned production objectives on a monthly or yearly basis, and know, at any given point, how well the station's doing for the month and the year."

"Not bad," he said.

"Not only that," we said, "but it helps the station commander look at the RA accessions, the DEP pool, and the USAR objective. So you know how big your DEP pool is, how many straight ships you've had, how many USAR folks you've helped into the Army, and generally how your high school senior market looks. We think that's pretty important, not only in the near term production objective, but in the long term too."

He nodded.

"Speaking of the DEP pool," we said, "we've got a method of keeping track of that too."

"I'm not surprised," he said.

"It's called the DEP Log. It keeps track of DEP-out contracts by month and by characteristics such as enlistment option. Some recruiters have told us keeping up with their DEP pool was the hardest thing they had to do."

"No kidding," he said. "I have to keep a bunch of 200 cards with a separate list for each month. Plus another list to keep track of who's shipping, and another list for news releases and enlistment options."

"We've simplified that," we said, "and you don't even have to keep track of anything but the 200 cards. Gives you more time to find people to put in the Army. Station

commanders and recruiters have told us it's a better way. That it helps them to do their job."

He smiled strangely. "It might," he said, "it just might."

"It gets better," we said.

"You're kidding," he said.

"Nope," we said. "What if you could know, on standards you developed yourself, how many folks you need to see to put any one of them in the Army. Would you be interested?"

He asked if we were serious.

Serious as a migraine headache.

"That'd help me plan my time more effectively," he said. "I'd know not only what I've done but what I need to do the next month."

"Hold onto your hat," we said.

"We've got the system."

"Show me," he said.

We did. "It's called the Conversion Data Sheet," we said. "It allows the station commander and recruiter to keep data on how many appointments, how many people processing (MET and physical), and how many folks qualified it took to put someone in the Army. The raw numbers help you see where the greatest fallout comes in the system—using real numbers you keep on yourself. And when it's converted, it helps use seasonal data to figure out what you need to do for the next month. So it's not just a planning tool for work, but a tool to help you and the station commander pinpoint areas where you might need assistance in recruiting. We're not saying you aren't good. You are good. We are saying that even the best of us can improve, and here's a tool to show you and the station commander how and where."

"I'll have another cup of coffee," he said. Then he asked what other things we had up our sleeves.

"Nothing," we said, "but we do have a way to keep up with the REACT and AIMS cards. A system that helps the recruiter work them."

"Not bad," he said. "I'm tired of losing cards and getting lists of the folks that got lost."

"Let us help," we said, "with our REACT/AIMS Log. It helps the station commander and recruiter track

when the card got to the station, when it got to you, what you're doing with it, when it's due back, and when it got mailed."

He laughed. "All on one form?" he said.

"All on one form," we said. He stopped laughing.

"There's more," we said.

He groaned.

"We've got a QNE Log. We realize that in a multi-man station . . ."

"You mean multi-person station," he interjected.

"Right. Multi-person station. Anyway, we realize you might have some people who are QNE. Our field people told us they're almost as hard to track as DEP, and result in some fallout."

He agreed.

"Well," we said, "the QNE Log tells the station commander the date an applicant became a QNE and why, who the recruiter was, what action is being taken, and what it's taking to help this person sign a contract."

... it's not just a planning tool for work, but a tool to help you and the station commander pinpoint areas where you might need assistance in recruiting."

He asked us whether we could tell if the recruiter and the applicant had some sort of conflict.

"Sure," we said, "that's one of the purposes of the QNE Log. Everyone's got a different personality. Some people you can talk to, some it's easier for someone else to talk to."

He said that would help him enlist some more people.

"Right," we said, "but we're not calling it enlisted at the station level. At the station, you're more concerned about signed contracts. So we're calling it the contract, or processing, cycle."

"That makes sense," he said.

"There's more," we said.

"Oh," he said.

"We've got the General School Data Sheet."

"You mean the same thing I've got on the SMART Board?"

"Almost," we said, "but it's been revised a little and it's in the binder. We think that'll make it a more useful tool for the station commander. It helps him look at the schools, how they're being worked, and what the results are. Not only in high schools, but colleges too."

"That's all right," he said.

"There's a little more," we said.

"Of course," he said.

"If you've got HRAP folks assigned to your station, we've got a section especially for them. Helps the recruiters and station commander see what they're doing, how effective they are, and how they can best help the station commander use them to make the production objective."

"I could use that," he said.

"That's all right."

"You've said that before," we said.

"It bears repeating," he said. "I'm almost afraid to ask. Is there anything else?"

"Nope," we said, "that's our whole show."

"I wish I'd had that a long time ago," he said. "From what I've seen here, and the way you folks explain it, it's going to help me in the field."

"We hope so," we said.

"Thanks," he said.

"Hey," we said, "that's what we're here for. We exist for only one reason: to help the recruiter in the field. If we don't do that, we might as well go home. We want to make your job, and the station commander's job easier. We want to help you get out of the paperwork business and back into recruiting. That's what we're here for. If it doesn't work, or if it creates more work for the recruiter and station commander, we haven't done our job."

He said if the system worked half as well as it looked, we would have done our job. He thanked us for our time and coffee, shrugged into his overcoat and left.

We looked at ourselves and asked, "Who was that masked man anyway?"

RSMS: *Reactions from some recruiters*

USAREC's professional development people tried the Recruiting Station Management System (RSMS) idea out on those attending the NOP station commander's course and the senior Army recruiter course on Jan. 31 and Feb. 1. Here are some of their comments:

- It is time USAREC got everything on the same footing; keep it going.

- I just love it. It shouldn't be changed at all.

- Overall system—goal management program for station commanders—I do feel that this could, without much trouble, become a problem for station commanders if they are not careful to maintain the forms on a daily basis.

- I fully agree with this program and if it is used by the station commanders nationwide it should be a valuable tool.

- The management system is a good working tool and (I) can see 100 percent how it will help a new recruiter and old; can't foresee any more changes needed from what I have seen from the field already.

- This system looks to really help our recruiting efforts—if the commanders leave it alone and let us use it as it is.

- I believe the program will be a great help in the field and eliminate a lot of excess paperwork, and be a tool for station commanders to identify any problems a recruiter may have.

- The system looks very good as long as your assistant A/C and A/C let the station commander do his job.

- We use it in our station and I love it. It was hard getting used to at first.

- This SMART board should contain only the basic info required for Reception Orientation Transitional Training and briefing of higher HQ. DoD accession data should not appear on the overlays since this info will appear on the new forms.

- Binders, w/tabs and example forms should be provided by USAREC along with the regulation. The regulation is maintained as the first term item in the binder.

- If used as a recruiting tool, good; if used as a basis to fire someone, no good.

- The system looks good in theory. If it is managed the way it should be, it will be good.

- It would appear the accession overlay on SMART is a duplicate of forms being used in conjunction with station commander management.

- On paper (it) is good.

- I feel the accessions are being duplicated in several areas as well as the HSSR DEP and also the Zip Code Block on the Processing Ledger. I use town names because I have 41 zip codes and I can locate easier.

- DEP Sheet—these sheets should be kept in the book for 12 months, not removed for the purpose of quick reference to the past.

- Recommendation on REACT Sheet: Station commanders should assign a station ID number to each card numerically, place this number on both portions of the card and on the REACT Log for ready reference and quick location.

- Evaluation—Overall these forms will eliminate a number of different forms and records used by the 57 DRC since no DRC seems to operate uniformly. Hopefully, this will lead to a more uniform system throughout USAREC and perhaps reduce turbulence.

- Production Sheet should be kept on station only—duplication if used on recruiter. You have color coded processing list. Do not use conversion data sheet for relief action.

- If the RSMS is left as presented to me without having (it) subject to change on discretion of local commander, the RSMS is long overdue.

- I think this is a good system. Do not use conversion data sheet for relief action.

- Good! Cuts out unneeded paperwork.

- Good System. Takes all of my present forms and puts them into only seven. Glad USAREC is getting on the same sheet of music.

- What took you so long!





Extraordinary Measures

At presstime extraordinary measures were announced to stabilize the Active Army recruiting force. These measures include:

- Getting new recruiters trained and on board quickly. This includes additional classes and double shifts of training at Ft. Harrison.
- Postponing normal rotation of production recruiters to assignments outside of USAREC.

The CG recognizes there can be exceptional circumstances to be addressed on a case-by-case basis.

- Reducing internal moves in USAREC

The CG stated, "There are exceptional actions; the Army needs your enthusiastic understanding and support. Personal hardships will override operational needs."

End of FY 78 Revised Q2 Statistics

DRC	FY %	Wks-100%	DRC	FY %	Wks-100%	DRC	FY %	Wks-100%
1. San Juan	155.4	50-50	20. St. Louis	102.8	33-50	39. Newburgh	85.2	10-50
2. Columbia	129.5	50-50	21. Harrisburg	101.7	27-50	40. Des Moines	85.0	17-50
3. Jackson	125.9	50-50	Phoenix	101.7	32-50	41. San Francisco	84.9	14-50
4. Honolulu	125.8	48-50	23. Concord	101.5	37-50	42. Portland	84.7	20-50
5. Charlotte	123.8	50-50	24. Cleveland	97.4	29-50	43. Los Angeles	83.2	20-50
6. Jacksonville	120.4	50-50	25. Salt Lake City	94.3	24-50	44. Detroit	82.8	11-50
7. Miami	120.0	50-50	26. Sacramento	94.1	18-50	Dallas	82.8	11-50
8. Balto-Wash	119.3	50-50	27. Boston	92.6	22-50	46. Omaha	82.2	13-50
9. Montgomery	118.9	50-50	28. Chicago	92.2	18-50	47. Kansas City	80.4	10-50
10. Atlanta	118.3	50-50	29. San Antonio	91.8	13-50	48. Lansing	79.7	17-50
11. Raleigh	117.6	50-50	30. Syracuse	91.5	16-50	49. Seattle	79.6	8-50
12. Richmond	116.6	50-50	31. Peoria	90.3	24-50	50. Pittsburgh	77.9	11-50
13. Cincinnati	112.3	49-50	32. Oklahoma City	89.6	19-50	51. Newark	77.2	9-50
14. Houston	110.0	31-50	33. Denver	89.0	19-50	52. Minneapolis	75.8	8-50
15. Little Rock	106.9	40-50	34. Albany	88.4	17-50	53. Santa Ana	75.4	12-50
16. New Orleans	105.7	40-50	Indianapolis	88.4	21-50	54. Niagara Falls	73.8	9-50
17. Nashville	103.9	50-50	36. Albuquerque	88.2	15-50	55. Long Island	73.5	10-50
18. Louisville	103.3	46-50	37. Philadelphia	87.5	16-50	56. Milwaukee	72.4	10-50
19. Beckley	102.9	50-50	38. Columbus	85.8	17-50	57. New Haven	67.3	3-50

Two-Year Army ROTC Scholarships

Application period for the Two-Year Army ROTC Scholarship Program for active duty Army enlisted personnel opens January 15. Winners for the 1979-80 school year will be announced in June.

These scholarships are designed to provide Army enlisted men and women an opportunity to obtain both a college degree and commission as an Army officer through participation in the ROTC program.

The awards will pay full tuition, books and educational fees, plus provide a living allowance of up to \$1,000 a year each year the scholarship is in effect. In addition, winners will be paid for attending the Advanced Camp, normally held during the summer between the junior and senior year of college. Besides the scholarship benefits, winners may also take advantage of the Veterans Administration benefits to which they would normally be entitled.

Competition for scholarships is limited to enlisted personnel who have served at least one year on active duty; will be under 25 years of age on June 30 of the year they are eligible for commissioning; and have received credit for at least two, but not more than two and one-half years of college. Also, to be considered by the final selection committee, applicants must have

been accepted by a college for next fall's enrollment, have earned at GT score of 115 or higher, and be United States citizens.

Winners may attend any of the four-year colleges and universities hosting Army ROTC or one of the more than 500 non-host colleges which has a cross-enrollment agreement with a nearby host school.

Scholarship winners will receive an early discharge so they can arrive on campus in time to enroll in the 1979-80 fall term. Winners will also be required to enlist in the U.S. Army Reserve prior to enrollment in the Army ROTC Advanced Course.

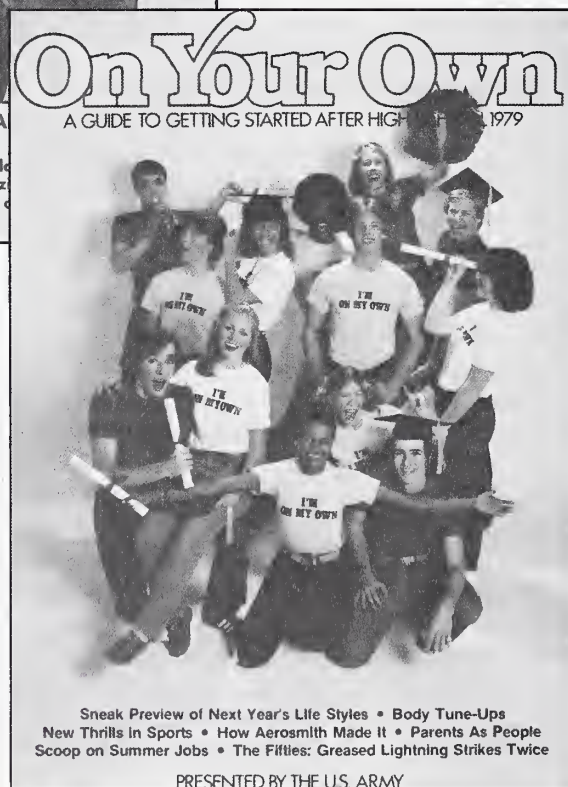
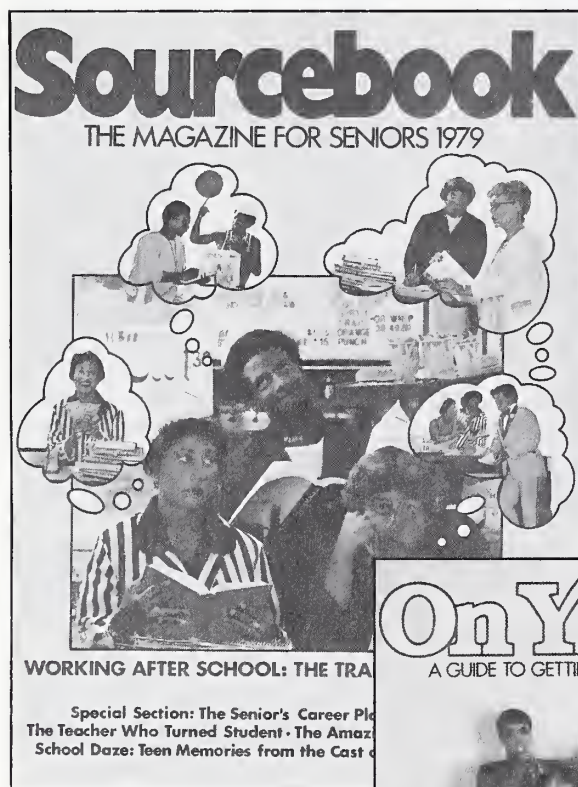
Upon successful completion of their military science and baccalaureate degree requirements, these former enlisted personnel will be commissioned as second lieutenants in either the Regular Army or the Army Reserve and will be obligated to serve four years on active duty.

Details on this program are contained in AR 145-1.

Applications must be requested by April 15, 1979; however, applicants have until May 1, 1979 to complete their applications. For further information and applications, write Army ROTC Scholarships, Fort Monroe, VA 23651.



How USAREC's #1 lead generators work



By CPT Roy K. Fouts
HQ USAREC Advertising and Sales Promotion

High school seniors are naturally prime targets for the Army's recruiting effort. Yet delivering our message to seniors efficiently as well as effectively has long been a problem. Too often, advertising dollars are put in media which also reach "fringe" markets less desirable to recruiters.

Four years ago the country's leading youth publishing company, 13-30 Corporation, came to USAREC through our national advertising agency, N.W. Ayer. 13-30 offered a unique publishing concept: a medium of our own that would reach seniors with maximum impact and generate thousands of significant leads for recruiters. Today 2,750,000 seniors (that's 90 percent) receive two full-size magazines—Sourcebook and On Your Own—compliments of the Army. And this year's Sourcebook alone is expected to produce around 90,000 forwardable leads.

13-30 initially proposed that USAREC become the sole sponsor of a high school senior information magazine to be distributed in the fall. A trial run proved so successful that Sourcebook was adopted as the primary recruitment medium for seniors. A year later, a second publication called Summer was added for springtime distribution, creating a year-round senior magazine program sponsored exclusively by the Army. As part of USAREC's sponsorship agreement, 13-30 is

prohibited from allowing any other military service to fully sponsor any of its publications.

Today *Sourcebook* and *Summer* (*Summer's* title has been changed to *On Your Own* this year for greater reader impact) generate more qualified leads than any other single program. Understanding how they work can help you make the best use of these fine recruiting tools.

Each year, every high school in the country is offered an opportunity to receive *Sourcebook* and *On Your Own*, free of charge and compliments of the U.S. Army. This is done in a series of direct mailings from 13-30 to the head guidance counselor at each school. An average of 15,000 high schools request the magazines each year.

Before actual copies of each magazine are shipped (*Sourcebook* in September and October; *On Your Own* in January and February), a Distribution Information Kit is sent to each participating guidance counselor. The kit includes detailed instructions for homeroom teachers, who will be passing out copies to their seniors. Also included are full-color posters announcing the arrival of the magazines (to be hung in homerooms), and press releases for use in the school newspaper.

Once distribution is completed, each guidance counselor returns a "Confirmation of Distribution" card verifying that seniors have received their copies. Many times, requests for additional copies are received, though all cannot be honored due to a limited press run.

Throughout the process, 13-30 field account representatives make personal visits to schools to talk with counselors, teachers and administrators. This not only ensures that distribution will go smoothly, but also helps school personnel better understand the importance of

Sourcebook and *On Your Own* to their seniors.

Why success?

First, they get read. Articles like "The Senior's Career Planner," "Working After School," "Those People You Call Parents" and "The Basics of Weight Training" speak to readers' problems and interests in a way no other publications do. Written by a staff of young writers and top free-lance talent following months of research and planning, topics are chosen for their impact on the target audience. Writers and editors keep in touch with students by periodically visiting schools around the country. Their reception by teachers and counselors is enthusiastic.

"This year, students came up to me for days after I passed out *Sourcebook* and said they hadn't gotten a copy and wanted one," says Mrs. Eva Kiltz, guidance counselor at Duanesburg High School in Delanson, N.Y. "I noticed kids reading it in study hall or carrying it around with them for days afterward."

Articles are written to the students in language they understand. Artwork is specially created by 13-30's art department to appeal to student tastes. The result is an eye-catching layout which invites readers into the informative articles. Many teachers use the magazines as part of their lesson plan, because, as one Iowa teacher puts it: "The kids learn better if they see something in a magazine. They are more interested in it. The magazines prompt some good class discussions."

Each issue of *Sourcebook* and *On Your Own* contains a minimum of 16 pages of recruitment and advertising. The impact even extends to the covers, which carry the tag line "Presented by the U.S. Army." It would be impossible to make as strong an impression in traditional

media.

Recruitment leads are generated through four "pop-up" response cards in each magazine. The cards are strategically placed to provide multiple opportunities for a reader to respond—and for more than one reader to respond. Constant testing is carried out to improve response rates by varying card designs, copy and placement. USAREC is encouraged to try new ways to generate leads, as long as there is no interference with editorial content. For example, the last issue of *Sourcebook* included a special eye-catching back cover which the reader could tear off and mail in to get additional information.

Distribution of *Sourcebook* and *On Your Own* to your local high schools gives you a head start in the recruiting process. Recruiters are kept up to date on the progress of each year's program by 13-30, and have the opportunity to participate in the school sign-up process. Every recruiter receives a list of schools already signed by 13-30 and a response card (called the "All and Everything Card"). If a high school in your area is not signed up, simply note it on the card and 13-30 will make every effort to add it to the distribution list. Since special forms and signatures are required, recruiters don't sign schools up directly—though their influence in contacting schools and urging participation is appreciated.

The best way to help line up a potential school is to get in touch with the guidance counselor. Since the most effective approach is to stress the benefits of the editorial product to students, it's good to read and become familiar with both *Sourcebook* and *On Your Own*.

Most school personnel are delighted to give their students the chance to receive the magazines (especially since there is no obligation), but occasionally there is hes-

itation. If "commercialism" or "too much Army involvement" is the reason for resistance, the counselor should be shown how helpful and unbiased the content of the magazines really is. Give the counselor a copy to browse through and study. It's also a good idea to mention the number of schools which already receive the magazines (do they want their students to be left out of a program which so many find valuable?), or to put hesitant counselors in touch with their counterparts at schools where the program has been enthusiastically received for years.

Often a school is not participating because of a change in guidance personnel, or because the counselor has too many things on his or her mind and has forgotten to mail in the response card. In these cases, a single call or visit could result in the


addition of an important school for your recruiting effort.

What lies Ahead

Sourcebook and *On Your Own* continue to be the Army's single most effective lead generation device for high school seniors. The most recent *Sourcebook* more than doubled previous high response levels. In addition, the magazines' value to students is increasingly recognized. Literally hundreds of complimentary letters are received each year praising the magazines and asking that the program be continued. Though not hard leads in themselves, the good will value such comments reflect is unquestionable.

New ways to increase the number of schools signed up and the quality of leads generated are con-

tinually being explored. Next year, special testing programs will delineate schools with high potential for enlistment efforts. Recruiters will be asked to help by pinpointing key schools in their city. In addition, direct communication with teachers who distribute *Sourcebook* and *On Your Own* will be expanded to improve their involvement in the program. Studies show that teacher involvement means expanded readership and lead opportunities.

Each year the magazines generate more leads and become more effective editorially, with suggestions always welcome. When the Army has as effective a recruiting tool as *Sourcebook* and *On Your Own*, it's only logical that we all keep trying to make it better. 

About the publishers

Sourcebook and *On Your Own* are just two of 13 different magazines that 13-30 Corporation publishes each year. Formed 10 years ago by four University of Tennessee students, the Knoxville, Tenn. based concern has grown into the country's leading youth publishing and marketing company.


13-30 built its reputation by creating quality magazines with high appeal to various segments of the high school and college market. 13-30's editorial policy is to offer readers valuable information based on their needs at transitional periods in their lives. As a result, readers tend to get involved in the magazines and respond to their messages. The magazines are unique in that they are generally sponsored by just one advertiser and are targeted to reach only that segment of the youth market the sponsor is interested in.

The Army has the only single-sponsor magazine directed to high school seniors. Sole sponsors of the



firm's college publications include the Ford Division of Ford Motor Company, Nissan Motor Corporation (Datsun), Nikon cameras and Richardson Merrell (Oil of Olay). In addition to student publications, 13-30 has also developed the first indorm college sampling program, which became the leader in its field after its first year.

13-30 now employs more than 80 people and has diversified into non-youth publishing. In cooperation with Control Data Corporation and its subsidiary, Commercial Credit Company, it has created the first magazine designed exclusively

to meet the needs of executives of small and medium-sized businesses. The youth and vitality of this growing firm is personified by its 31-year-old chairman, Chris Whittle, and 32-year-old president, Phillip Moffitt. According to Moffitt: "We work extra hard at staying close to our market by hiring young writers and artists to create *Sourcebook* and *On Your Own*, and our other student magazines. These young people keep us in touch with other young people. That's what makes our audience read. And it's also what generates leads for the Army." 

Feedback from recruiters

Here's what recruiters around the country have to say about

On Your Own and *Sourcebook*:

"Very good book. I would like to have 200 copies for career displays that are not conducted in high schools."

Area Commander
Kansas City, Mo.

"The coaches love it. Keep the sports section coming. Interested in body-building programs."

Dan Pineda
Milwaukie, Ore.

"Teachers and counselors really like the books. Students are asking for them by name."

SSG Winderweede
Walnut Ridge, Ark.

"I feel that *Sourcebook* and *On Your Own* are the best advertisement tools that the Army has for distribution to our high schools."

SSG Bobby R. Newsome
DeKalb, Ill.

"Outstanding!!!"

SSG Ted Tippetts
Safford, Ariz.

"*Sourcebook* is one of the finer magazines that has ever been published, especially for recruiting purposes—a lot of students have complimented this magazine. This magazine has helped to keep a highly motivated, fired-up attitude with the students at local high schools. Keep sending. Thanks."

SSG Mike Compton
Milton, Fla.

"Sourcebook is the best information material a high school student can receive. The schools I have look forward to receiving it!"

SSG Lloyd McWethy
Fort Wayne, Ind.

"Well written, exciting and informative."

SSG Aaron S. Keels
Media, Pa.

Presenting: SFC

By Mary Jane Griffin

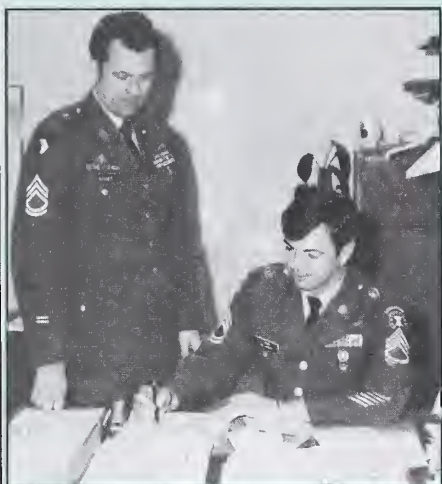
Raleigh District Recruiting Command

Two years before Sergeant First Class Donald Buchek joined the Army Reserve and subsequently became a recruiter, he began establishing contacts that would eventually serve him in good stead. Recently, in competition with approximately 600 reserve recruiters, he was named the 1978 United States Army Forces Command Reserve Recruiter of the Year.

Several years ago, after a tour of duty with the Regular Army, SFC Buchek decided he wanted a taste of civilian life and became a lineman and cable splicer for a local telephone company in Fayetteville, N.C. His profession brought him into contact with individuals in every aspect of the electronics business. These same individuals helped to make him the top Reserve Recruiter for the 108th Division (Training) for Fiscal Year 1977 and aided him greatly in enlisting 122 people for the division, 18 into of her Reserve commands, and eight into the Regular Army during FY 78, thus making him tops in all of FORSCOM.

SFC Buchek believes that he got to be a super salesman through his constant adherence to a specific plan and effective use of the 24 hours in each day. Arising at six each morning to run four miles, he always stops by Granny Bell's Waffle Shop just off the Fort Bragg Reservation prior to going to the office. He says, "My 30-minute coffee stop at Granny Bell's usually is the most profitable half-hour of the day. I have been going there at the same time each morning for the two years I have been stationed at Fort Bragg. Most of the clientele are people in the Regular Army and its an ideal place to mix with them, in a relaxed social situation. Everyday I get leads on people getting ready to get out of the Regular Army who might be interested in the Reserve. If I happen to miss a day, it's a great feeling, to have people come up to you and tell you that you were misused."

Buchek devotes the first portion of each day at the office to getting paperwork ready for applicants and talking on the phone, following up leads. Altogether,



Sergeant First Class Donald Buchek (standing), 1978 FORSCOM Reserve Recruiter of the Year, goes over production figures with Sergeant First Class Elton Evans, Reserve Operations NCO in the Raleigh DRC headquarters.

Reserve Recru

Donald Buchek,

throughout the course of the day, he estimates that he spends three to four hours on the phone. A great deal of his telephone work is done at night. "It helps to have an understanding wife," he says.

Recruiting within a 50-mile radius of Ft. Bragg, he devotes the afternoons to visiting the local townspeople within his recruiting area. "My centers of influence, most of whom are in the electronics business, are my most important source of leads. Through them I get the names and addresses of prime prospects," Buchek said.

"If you are in the recruiting business and can find a common meeting ground with the local townspeople, communication barriers are broken down and your job becomes easier. Electronics is my bag, not only because of my work with the telephone company, but also because of the fact that I am a CB nut. 'Screaming Eagle' is my handle and I have a CB everywhere I can put one, and even have a base station in my home."

Buchek feels that everyone has a need for useful activity. It is up to

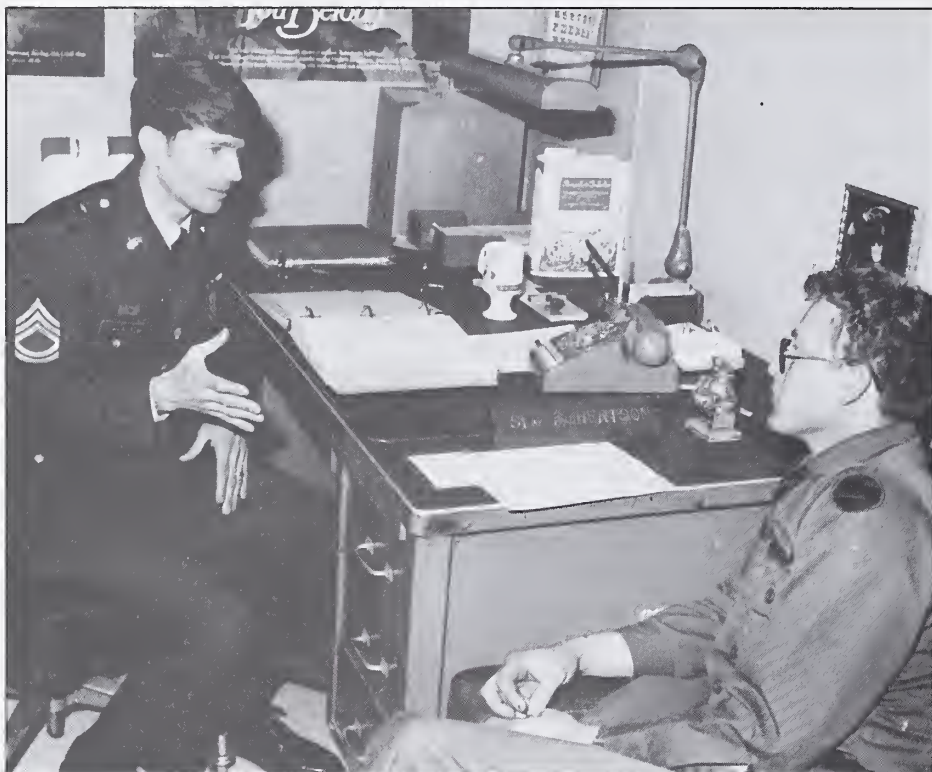
the recruiter to find out what a prospect can do and capitalize on it. "I find that most prospective reservists want to go into some line of work that will provide training and will prove advantageous to them in the civilian community. I recruit primarily for drill sergeants which is a position of leadership. I point out to the applicant that the training he will receive in the reserve will help him to assume a position of leadership in the civilian community."

"A recruiter can seemingly have everything going for him," Buchek said, "such as excellent rapport with centers of influence. But, if he lacks a genuine interest in people and a sincere desire to help them find interesting rewarding jobs, he will be a failure. Applicants can sense whether or not a recruiter is sincere and really wants to help them. Above all else, it is important that recruiters be straight with applicants. Honesty is always the best policy."



Sergeant Buchek finds he spends a lot of time on the phone following up important leads.

riter of the Year



Sergeant First Class Robertson explains all the advantages of an enlistment in the Army National Guard to a soldier about to ETS from

the Active Army. This soldier chose to join the 745th MP Company in Oklahoma City, a part of the Oklahoma National Guard.

Looking 'Total Arm in a at Ft.

Looking for a prime example of the Total Army concept in action? You're sure to find it at an In-service recruiting office. The offices have been set up on most major Army posts to assist people separating from the Army to remain in the system by joining the Army National Guard or an Army Reserve unit when they return to their home areas.

An example of a successful effort on in-service recruiting can be found at Ft. Carson, where the office is manned by Master Sergeant Joseph W. Cacace, USAR, and Sergeant First Class Larry D. Robertson, ARNG.

Operations vary from post to post, but Cacace and Robertson have a system that works.

Individuals separating from Ft. Carson are required to attend a general briefing two weeks prior to discharge. Cacace and Robertson participate in that briefing, but the person separating will have another opportunity to be briefed by them on an individual basis. The briefing informs the departing soldier of his obligation requirements and the different means of fulfilling the

obligation. Some of the basic advantages of the National Guard and the Reserve are presented. The person about to be discharged is then provided "thinking time," during which he may analyze and digest the pros and cons until the start of clearance procedures, five days prior to separation.

Even though Cacace and Robertson counsel persons being released from active duty on an individual basis, neither recruiter competes with the other nor promotes one component more than the other. The individual comes first. After the soldier's needs and desires are determined, the recruiters try to find a Reserve or Guard unit to fulfill those needs. They look at units for promotion potential, a possible MOS change and amount of community contact.

If a unit meets his needs, and the soldier decides to continue with the Guard or the Reserve, the appropriate station lists of units in his home area is pulled out. The prospect and the recruiter discuss the available units, and after selection, a vacancy with that unit is confirmed by phone. The name and

at the y' concept ction Carson



Master Sergeant Cacace is the Army Reserve representative at Ft. Carson. After talking about the advantages of an enlistment in the

Army Reserve, this soldier elected to join the 406th Combat Support Hospital in Denver.

phone number of a sponsor in the soldier's home area is provided to assist his smooth transition into that unit.

All this information is recorded on a certificate of acceptance with a copy given to the service member. He can then continue with clearance and separation and head for home.

Cacace's and Robertson's work is not finished, however. On separation day, the individual's 201 file is secured from the transfer point and all necessary items are copied for use at the home unit.

Enlisted, obligated people are not the only concern of the ISR offices. Officers are also counseled on their alternatives and options for continuance. The over-six-years person who wants to know the means available to continue his career can choose, as an alternative to the troop unit program, an enlistment into the Individual Ready Reserve. By doing so, the soldier avoids a break in service and his time in the Reserve program will add to his longevity for pay purposes. This program is particularly advantageous for people who are undecided and think they might re-

turn to active duty.

Often it turns out that the person realizes he doesn't want to leave active duty after all. He is then referred to his active counterpart for reenlistment.

Whatever the decision, after a soldier is briefed about his commitment and opportunities, he will leave the ISR office with a better understanding of his alternatives.

Retention of those separating from the service is, however, only one-quarter of the ISR non-commissioned officers' jobs. They wear many hats.

It is very important that they maintain rapport with the installation reenlistment NCO and the command staff. Coordination between active and Reserve components is high on their list of priorities. Along with their other duties they must keep a close relationship with the units on the post.

The Total Army concept is reinforced and supplemented by the in-service recruiters in a very vital way. The strength and money savings alone make the program an integral part of the defense posture.





Re-Update

Recruiters of the Year

Secretary of the Army Clifford L. Alexander, Jr., presented the following awards to the top NCOs on January 31, 1979:

—Secretary of the Army Recruiter of the Year for the Active Army to SSG Charles H. Lawson of St. Louis DRC.

—Secretary of the Army USAR Recruiter of the Year to SFC Donald W. Buchek who is assigned to 2d Battalion, 321st Regiment, 4th Brigade, 108th Div-

sion (training), Fort Bragg, NC.

—Secretary of the Army Reenlistment NCO of the Year for the Active Army to SFC Donald G. Fields of Headquarters Command, Fort Bliss, Texas.

—Secretary of the Army USAR Reenlistment NCO of the Year to SFC Jordan B. Rowe of HHD, 787th Maintenance Battalion (GS), 121st ARCOM, Dothan, Alabama.

Congratulations on a job well done.

Job/Career Satisfaction

Analysis of survey data collected from junior careerists (soldiers in pay grade E-6 and below who have reenlisted at least once and have less than 10 years of service) indicate a statistically significant decline in reenlistment intent between November 1977 and May

1978 for those with more than six years of service. These findings are based on data collected Armywide from approximately 4,000 and 1,200 soldiers respectively.

USAR/NG Reenlistment Incentives

Reenlistment incentives are offered in units comprising about 17 percent of the ARNG force structure and 27 percent of the USAR force structure. To be eligible for a reenlistment incentive a soldier must reenlist/extend in a designated unit of the Selected Reserve for a period of three or six years, must have been a satisfactory participant in the Selected Reserve

for one full year prior to reenlistment, and must have nine or less years of service at current ETS. There are some other minor eligibility criteria. The reenlistment bonus is \$300/year (\$1800 or \$900) paid one-half at reenlistment and the remainder in annual \$150 installments.

Re-up Bonus Changes

Reenlistment bonus changes that took place 15 December 1978 increased Selective Reenlistment Bonus (SRB) for one MOS and decreased it for two others.

MOS 24B—increased from SRB-1A to SRB-2A. MOS 24G—III was decreased from SRB-4A to 3A and MOS 91C chopped from 3A to SRB-2A.

Prepare for Reenlistment Briefing

SITUATION: You have been directed by the battalion commander to give a briefing during the next scheduled battalion staff conference. The subject of your briefing will be the overall objectives of the battalion reenlistment program.

1. What would not be a consideration in your analysis of the audience to be briefed:

- The number of people that will comprise the audience.
 - The ages of the people that will comprise the audience.
 - The professional knowledge of the subject the audience has.
 - The anticipated reaction of the audience.
2. What type of briefing should you present?

- Informative briefing.
- Mission briefing.
- Staff briefing.
- Decision briefing.

3. When you determine the material to be covered in your briefing, what must you consider? Note: More than one answer is required.

- The specific subject.
- The desired coverage.
- The physical facilities.
- The time allocated.

July 1972

REFERENCE: FM 101-5, Staff Officers Field Manual.

ANSWERS: 1. b 2. b 3. a, b, d

MOS 67N: Helicopter Repairman and Crew Chief

By SP5 Ronald J. Shea
PAO, 101st Airborne Division (Air Assault)

The UH-1H "Huey" helicopter is the workhorse of the Army, so the UH-1H helicopter repairman is the focal point of aviation maintenance.

The helicopter repairman must be familiar with every part on the aircraft, to know how they work and what they do. The repairman's daily duties involve a series of preventive maintenance checks.

"Safety" is the primary concern. The helicopter repairman is responsible for determining whether an aircraft can fly, if a helicopter has a problem, the repairman must ground it until a specialized mechanic corrects the problem.

A helicopter repairman breaks into the trade by attending the 8-10 week, self-paced 67N course at Ft. Rucker, Ala. He is taught the fundamentals of helicopter maintenance and is all but married to his parts and repair manuals.

Graduation from the course provides a real sense of accomplishment. SGT Colette Coty, crew chief, performs a preventive maintenance check on the fuel injection system of a "Huey" helicopter.

ment. The new helicopter repairman is certified in the MOS and is awarded Aircraft Crewman wings to show the world he has what it takes.

Training becomes more intense when the graduate is assigned to an aviation unit. The helicopter repairman becomes more proficient in his skill through working with experienced repairmen in his new unit.

"We're responsible for the safety of the lives flying in that helicopter, so we have to prove ourselves to the unit," said SSG Colette M. Coty, a helicopter repairman with the 101st Airborne Division (Air Assault).

The MOS recently expanded to women applicants. Female helicopter repairmen may now be assigned to combat aviation units as long as they remain in a maintenance-support capacity.

After a helicopter repairman becomes experienced, he may move up to the position of crew chief. This advancement qualifies him for



SGT Coty calls "All Clear" to the pilots before lifting off.

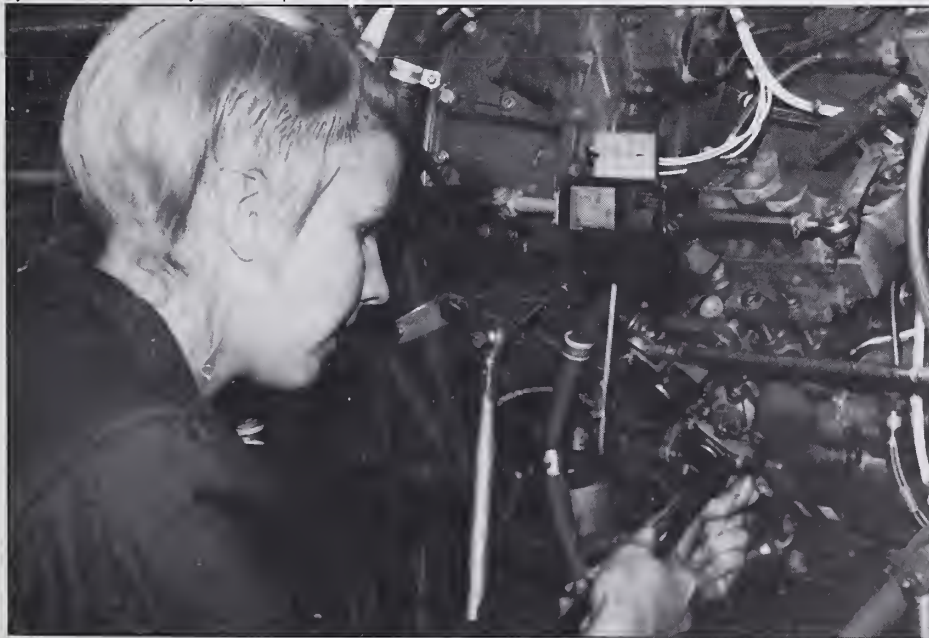
flight status which is indicated by the additional skill identifier 67N2F.

"It's usually considered a step up, because it proves your unit has accepted you as a qualified repairman, and you have to work more independently, so you're taking on more responsibility," added Coty, who had recently become a crew chief.

Female helicopter repairmen have the opportunity to become crew chief when assigned to non-combat aviation units.

"There's more adventure as a chief, you get to go more places and see more," Coty explained. "When you're flying, you feel special, and you can appreciate what all your ground work is for."

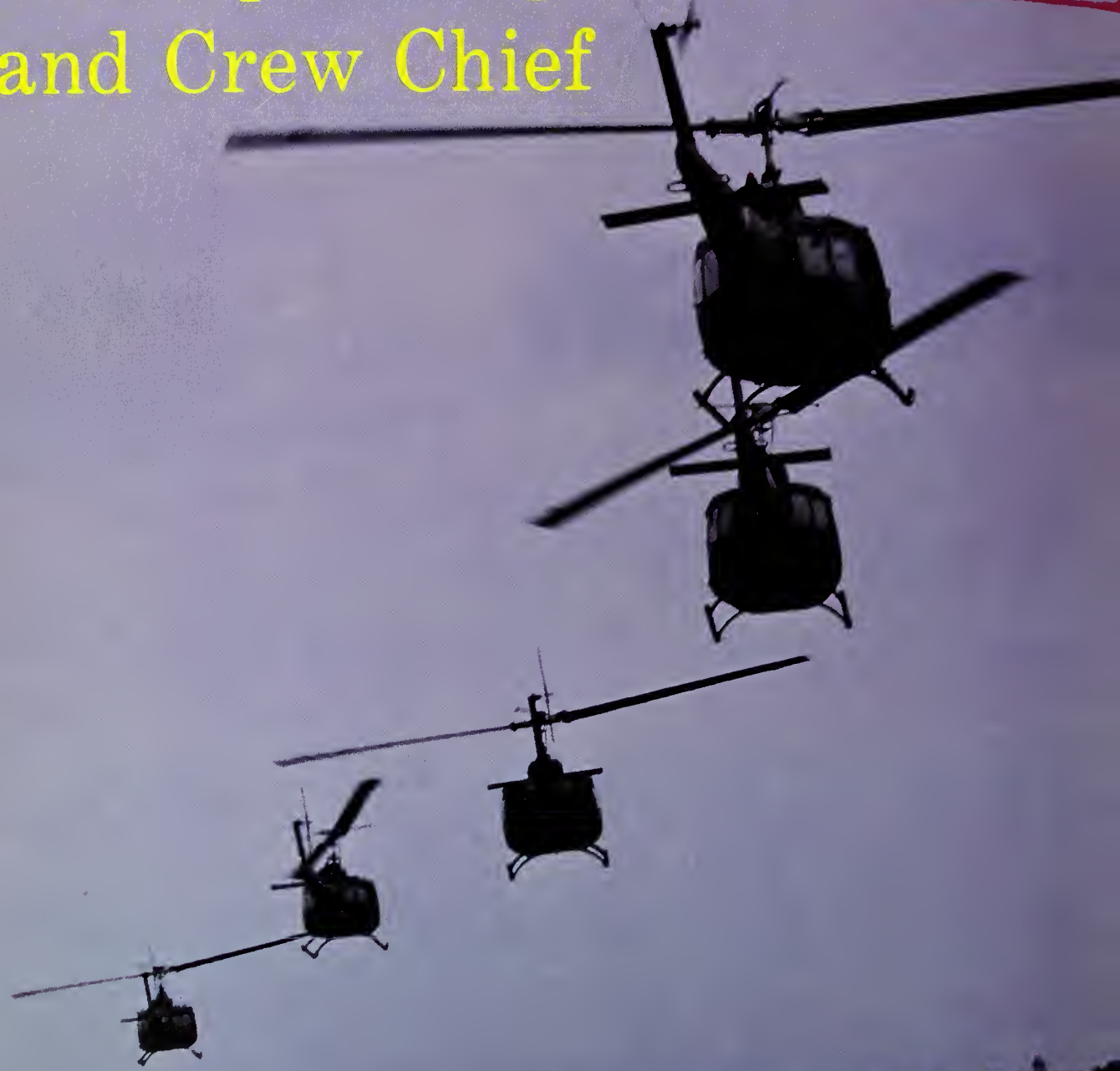
Becoming a helicopter repairman is still something of a frontier MOS for women. "Being a woman has its disadvantages and advantages," said Coty. "We need help with what heavy lifting there is, but we can get into small working areas that men can't. Most work involves out-smarting a maintenance problem."



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MOS 67N: Helicopter Repairman and Crew Chief



Keeping the 'Huey' flying